Project Name

## Senior Project Proposal

XX.XX.20XX

**─**

Your Name

Design Studio / 3701

Fall 2022

# Project Overview

**A lengthy description of your topic and an understanding of why it is important.**

*(Write your description in this area—Remove this reminder in final paper.)*

# Category / Industry Review

**An understanding of how this topic/concept relates to other people/companies doing similar work/ business. How can my idea differ from what exists?**

*(Write your description in this area—Remove this reminder in final paper.)*

# Target Audience

**Who is this for? Really think about this because the sharper your focus, the easier it will be to properly design for them**. Audience size, demographics, their primary needs/wants.

*(Write your description in this area—Remove this reminder in final paper.)*

## Personas

**This is your opportunity to make the client understand the various people they are attempting to target**.

*(Write your description in this area—Remove this reminder in final paper.)*

# Strategy

**What is your approach to this topic? How will you make us care?**

**How does it differ from other things that exist?**

**And where you see an opportunity to be unique/different.**

# Messaging

***Key message:*** What should your audience think, feel, and do because of your project?

*Supporting message:* Is there another message you want to get across.

**What are the objectives of this project? And why should we care?**

# Appendix

**Citation to research, book, articles that support your topic.**