Name:

Project:

Audience:

Who will you target with your work?

Intended impact:

What do you want to improve?

Value propositions:

What things would attract your audience?

Persuade them?

Be relevant to them?

Don't assume answers, ask people, look things up, do the research

Design plan overview:

This space allows you to plan your response to the challenge.

It needs to be an annotated diagram of what you will produce.

Label it to explain which features you have included to engage your audience

(If you are planning to create a film or presentation, use this space to create a simple storyboard)

Jobs to do/team actions:

This space defines your 'to do' list.

It also states which members of your team are doing which task. Use it to keep everyone on track and help support others if time gets tight.

SPARK DEVELOPING CULTURAL CAPITAL