

**YOURNAME**

**DIFFERENTIATING STATEMENT:** I'm an old-fangled guy in a new-fangled world.

**ASPIRATIONAL STATEMENT:** In five years I wish to be regarded as a design technology innovator.

**TARGETED USER GROUP:** Creative, nontraditional design firms who take risks in order to discover solutions.

**WEBSITE GOAL:** I will have succeeded if I get a call from a top-tier creative director during my internship search.

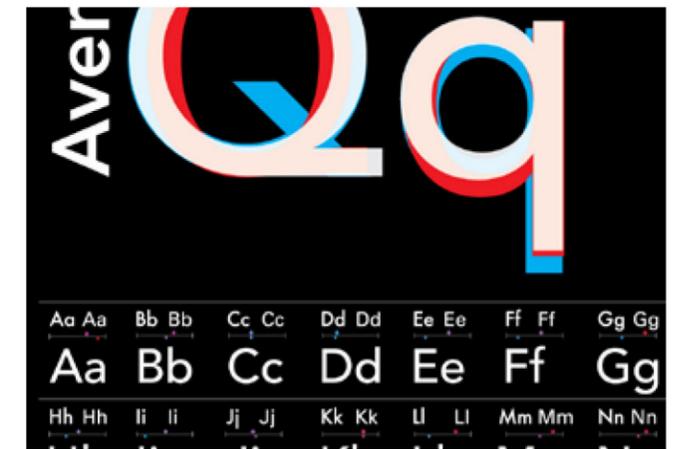
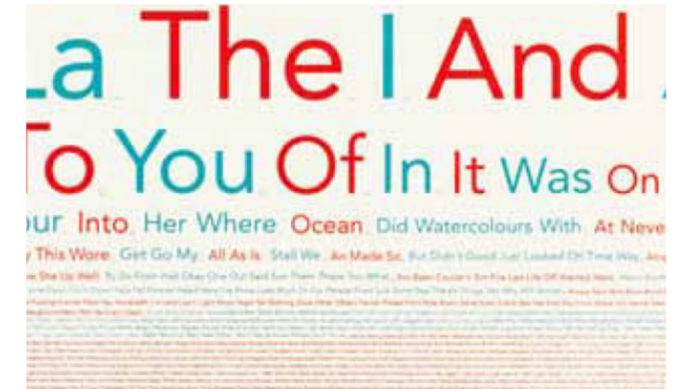
**PHOTOGRAPHY**



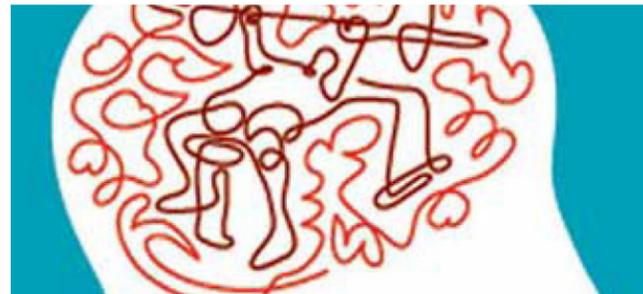
**COLOR**



**TYPOGRAPHY**



**SPOT ILLUSTRATIONS, DIAGRAMS, RULES**



**TEXTURES**



**YOURNAME**

**PERSONA:** person details

**APP CONCEPT DESCRIPTION:** What is the main concept for this app? What is it supposed to do that makes this person's life better? (a few sentences)

**CORE FUNCTION:** The main thing this app can do. (an item, not a sentence)

**APP FUNCTIONS**

At least 5 app functions (including your core function) and why they support the concept.

**MAIN FUNCTION NAME**

A short sentence about this function and its support of the main concept.

**SUPPORT FUNCTION NAME**

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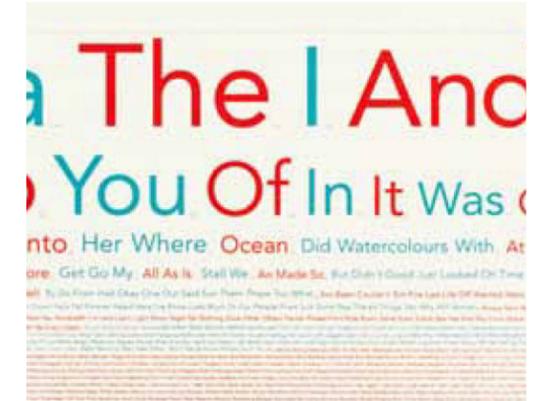
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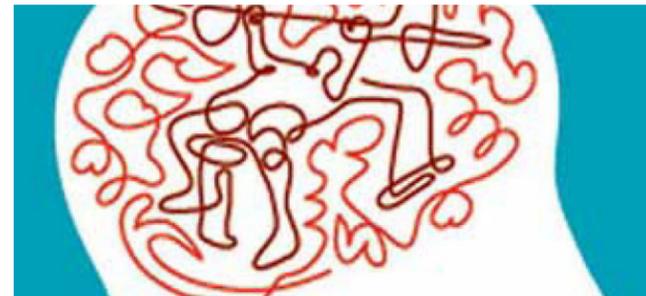
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**TYPOGRAPHY**



**SPOT ILLUSTRATIONS, DIAGRAMS**



**TEXTURES**



YOURNAME

PERSONA: person details

PROJECT DESCRIPTION: What is the main concept for this design? What is it's feeling? What is it supposed to do that makes this person's life better? (a few sentences)

CORE FUNCTION: The main thing this design is made to accomplish. (an item, not a sentence)

Board

3

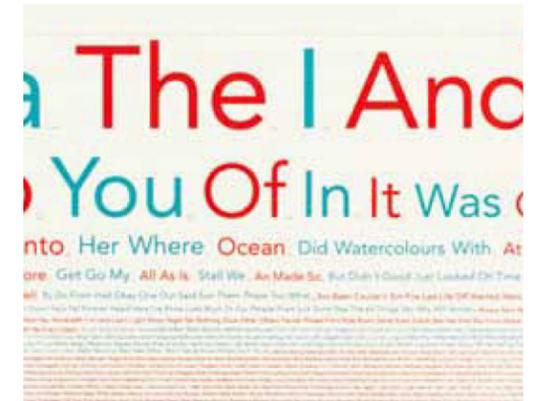
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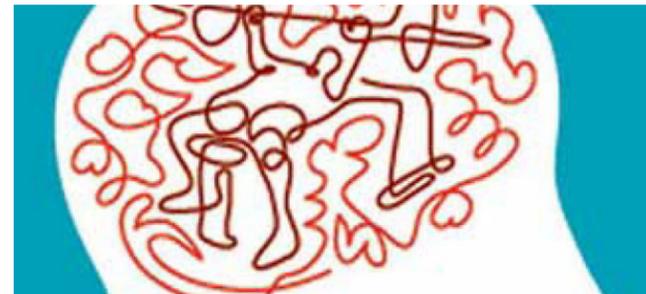
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