

Concept Front View: Theme:

Concept Back View: Theme:

Justify why this design is suitable for the cause / organisation - **and** target audience:

Stakeholder Comment:

**Concept Evaluation:**

**Theme:**

**Visual Communication Specifications:**

Visual Communication Key Factor	<b>Why</b> it is important. <b>How</b> this is shown in this visual message statement – and / or – how it could be improved / expressed better...
1	
2	
3	

**Chosen Cause / Organisation Specifications:**

Key Factor	<b>Why</b> it is important. <b>How</b> this is shown in this visual message statement – and / or – how it could be improved / expressed better...
1	
2	
3	

