# **Project Brief Worksheet for Students**

**Purpose:** This worksheet helps you plan and write a clear, professional project brief. Use it before starting any design or coding work.

## **✍️ 1. Project Overview**

**Project Name:** DC Drinking  
 *What is the name or title of your project?*

**Type of Project:** Poster series  
 *Is this a website, app, poster series, video, etc.?*

**One-Sentence Summary:** A poster series to inform people about drunk driving.

**Brief Description:** A series of posters to inform people about the dangers of drunk driving using DC characters.  
 *Write a short paragraph (2–4 sentences) explaining what your project is and what it will do or achieve.*

## **🎯 2. Project Objectives**

*What are the main goals of this project? List 2–4 specific objectives.*

* To inform people about drunk driving.
* To inform people about the **dangers** of drunk driving

## **👥 3. Target Audience**

*Who is your project for? Be specific — consider age, interests, needs, etc.*

* Young drivers
* 15 – 18-year-olds

## **🧱 4. Project Scope**

*What will be included in this project? List specific features, pages, or components.*

* DC Characters
* Bright colours matching the character.
* Text Talking about how bad drunk driving.

*Optional: What will* ***not*** *be included? (This helps clarify boundaries.)*

## **🎨 5. Design & Style Guidelines**

**Theme or Mood: Drunk driving**  
 *What feeling or message should the design communicate?*

**Colour Scheme: Characters Colour Scheme**  
 *Which colours will you use and why?*

**Typography: Playful**  
 *What kind of fonts will suit the project (e.g., modern, playful, clean)?*

**Imagery: DC Characters talking about drunk driving.**  
 *What images, illustrations, or icons will you include?*

**Accessibility Considerations: Anyone can download and print it.**  
 *How will you make sure your project is usable by all people (e.g., colour contrast, font size, alt text)?*

## **⚙️ 6. Functional or Technical Requirements**

*List any important functionality or rules about how the site/app should work (e.g., responsive layout, working links, filter, etc.).*

* It's a poster not a website

## **📦 7. Deliverables**

*What will you submit or hand in? List the specific files, formats, or links.*

* 3-5 posters about DC characters talking about how bad drunk driving is.
* My work folder with everything

## **📅 8. Timeline**

*Break the project into stages and estimate when you’ll complete each part.*

|  |  |
| --- | --- |
| **Week** | **Tasks / Milestones** |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |

## **💡 9. Optional Extras or Stretch Goals**

*What features or design touches would you include if you had more time or wanted to challenge yourself?*

## **🧠 Reflection: Why Create a Brief?**

Before you start building or designing, explain briefly:

* Why is writing a project brief useful?
* How might it help you avoid problems or stay on track?

### **✅ Pro Tip for Students:**

Your brief isn’t just a task — it’s a tool. A good brief shows **you understand your project** and can communicate it clearly. That’s a powerful skill in creative and tech work!