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| **1. What is required?** |
| Longer term   * Headers for social media (twitter, youtube, medium!) * Original t-shirts, stickers, other goodies * Visual elements for presentations/animations etc etc * 4 circle designs !! // social coding   → this will be covered in a SEPARATE briefing doc (coming up) |
| **2. What are we communicating, and why?** |
| * We have the scalingNOW event o, |
| **3. Who are we communicating to?** |
| Ethereum (blockchain) developers |
| **4. What do they currently think/feel/do?** |
| Cryptocurrency feels a bit like gambling (financially), Technology is in it’s infancy, the regulated world catches up with the pirates |
| **5. How do we want them to think/feel/do?** |
| This tech is cool and changing the world (potentially for the better), the revolution is happening, Giveth and friends are the guys where it’s at |
| **6. How can we support this?** |
|  |
| **7. What is the core message?** |
|  |
| **8. What else do we know that will help the creative process?** |
| - Dreamcatcher --- idea of yalor  - unicorns & cats |
| **9. Mandatories, guidelines, and why?** |
|  |
| **10. Deadlines** |
| Design should be submitted in the first week of Feb. Deadline extension is second week of February. |
| **11. Budget** |

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Once these “general direction” questions have been answered; what will be the final products / assets needed from the graphic designers?  
  
i.e.   
  
- Thematic Logo  
- 777 Slot Machine Illustration  
- Thematic assets for a facebook campaign…  
(just examples)

Kay - This is harder than I thought. Main problem: **Not enough knowledge** about the actual 777 proposal and intended positive effect