

Communication Brief

Online website: Sven-Erik.com

Github: <https://github.com/Sven-ErikLork/Portfolio>

Purpose:

The purpose of the Website is to get the attention of companies that are looking for a worker in the animation video, video, Illustrator and photoshop business.

Premise:

the key message is that I want to get attention on my behalf, that mean they should be looking for an internship or an employee. When they are looking for someone, they are not possibly looking for the best but looking for someone that is brilliant and good at being part of the team, so that should be that key target.

Sender:

The sender is a student that first of all is looking for a internship and later on wants to get a job

Target group:

The target group is a small to big company that is looking for a new employee in the video and animation department.

Maybe: Ballistic or DKSyd

Content:

There should a blog with examples of the work that has been created already were I can post new content when I finished a project, there should be shown with who I worked already, then there should be a CV and there should be a characteristic of me and what I can do and work with

Media:

Online portfolio, that is a child-theme in WordPress

Situation:

I send an application to the company I want to get an internship/job in that leads to my Linked-in and my portfolio website. After that I get an invite to a conversation.

Effect:

If I succeed, I should end up with an internship/job.