MEMORANDUM

TO: Professor Evia

FROM: Jasmine Ayazi

DATE: 22 August 2018

SUBJECT: Concert Flyer

I will be making a flyer with a compelling design informing students and staff about the upcoming concert on campus.

**The purpose of this flyer is to inform students about the upcoming concert on campus**

* Students will be interested about the concert based on the flyer design
* The flyer will include all necessary information such as the who, what, when, where and why

**The audience of the flyer is all Virginia Tech students and faculty**

* The flyer will specify the audience allowed to enter the concert on Friday

**The university has hired some other designers to create a similar flyer**

* I will do my research into the requests of the university, so my flyer is most accurate
* I will add elements to my flyer that stand out and are unique

**The tone of my flyer is important, so students see it and become interested**

* Excitement on a poster usually stands out, so I will attempt to bring light energy and a sense of urgency to my flyer

**The tools I am using are ones I am comfortable with and know how to use efficiently**

* Microsoft word will be the main software used for the creation of this flyer

**I am to have this poster done before the due date, so I am not worried about time management**

* The poster and prototype are due on Monday, August 27th
* To meet this deadline, I will begin work right away and continue throughout the weekend

Thank you for taking the time to read this, it is much appreciated.