The second portion of the final project serves as the blueprint for what you will develop as a final visualisation. It should outline objectives, audience, message, context, and an overview of the design elements. In short, the what, who, where, and when of the visualisation you will create. Answer the questions outlined below and keep in mind that this is what I will use for context when grading your final visualisation!

Some items for consideration and inclusion:

- **Overview:** What is the project? What are we designing and why? Why do we need this project?

- **Drivers:** What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top objectives?

- **Audience:** Who are we talking to? What do they think of us? Why should they care?

- **Tone:** How should we be communicating? What adjectives describe the feeling or approach?

- **Message:** What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

- **Details:** Any mandatory information that must be included? List of visualisations formats? Preconceived ideas? Format parameters? Limitations and restrictions?