

YOURNAME

**DIFFERENTIATING STATEMENT:** I’m an old-fangled guy in a new-fangled world.

**ASPIRATIONAL STATEMENT:** In five years I wish to be regarded as a design technology innovator.

**TARGETED USER GROUP:** Creative, nontraditional design firms who take risks in order to discover solutions.

**WEBSITE GOAL:** I will have succeeded if I get a call from a top-tier creative director during my internship search.

Board

1

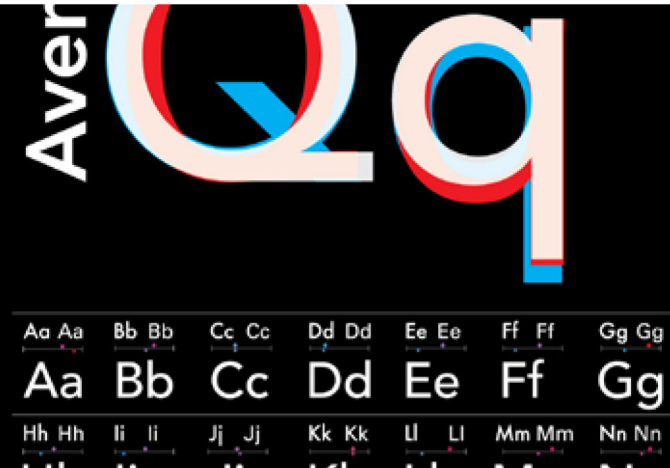
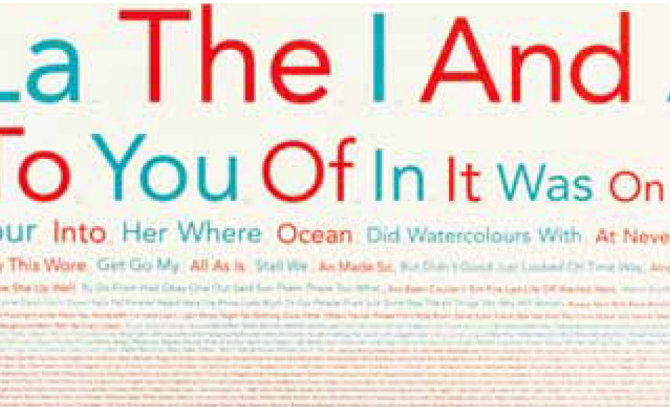
PHOTOGRAPHY



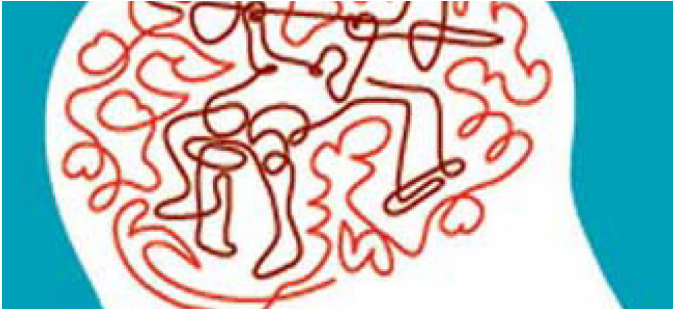
COLOR



TYPOGRAPHY



SPOT ILLUSTRATIONS, DIAGRAMS, RULES



TEXTURES





**YOURNAME**  
**PERSONA:** person details  
**APP CONCEPT DESCRIPTION:** What is the main concept for this app? What is it supposed to do that makes this person’s life better? (a few sentences)  
**CORE FUNCTION:** The main thing this app can do. (an item, not a sentence)

APP FUNCTIONS

At least 5 app functions (including your core function) and why they support the concept.

MAIN FUNCTION NAME

A short sentence about this function and its support of the main concept.

SUPPORT FUNCTION NAME

A short sentence about this function and its support of the main concept.

SUPPORT FUNCTION NAME

A short sentence about this function and its support of the main concept.

SUPPORT FUNCTION NAME

A short sentence about this function and its support of the main concept.

SUPPORT FUNCTION NAME

A short sentence about this function and its support of the main concept.

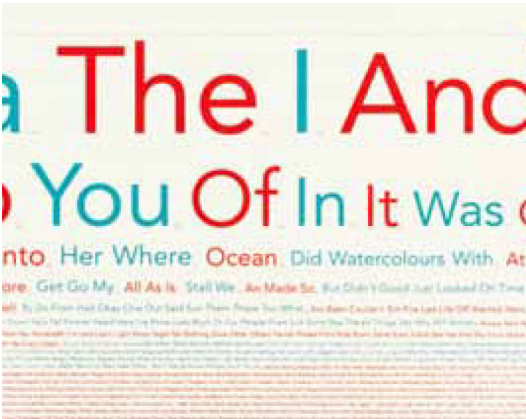
PHOTOGRAPHY



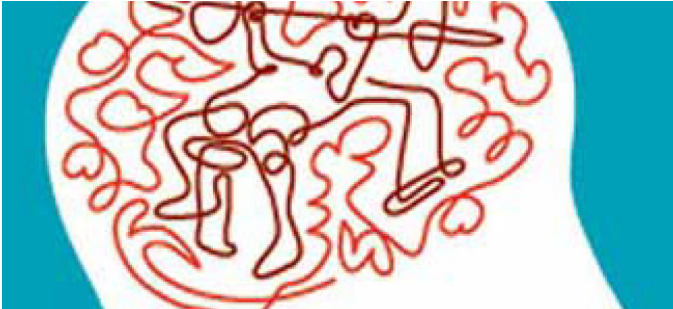
COLOR



TYPOGRAPHY



SPOT ILLUSTRATIONS, DIAGRAMS



TEXTURES





YOURNAME

PERSONA: person details

PROJECT DESCRIPTION: What is the main concept for this design? What is it's feeling? What is it supposed to do that makes this person's life better? (a few sentences)

CORE FUNCTION: The main thing this design is made to accomplish. (an item, not a sentence)

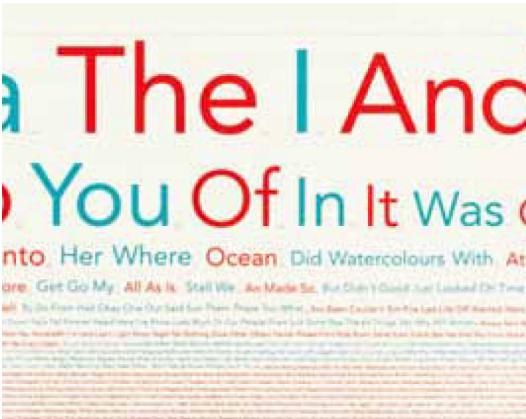
PHOTOGRAPHY



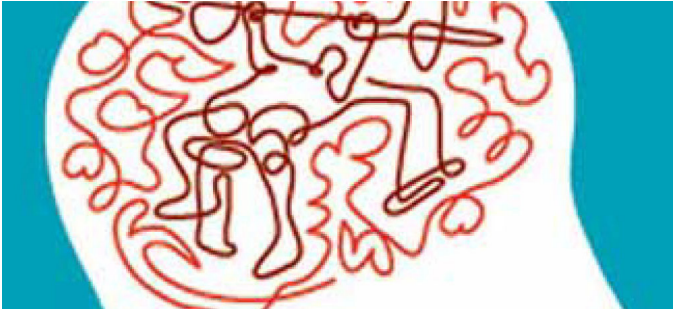
COLOR



TYPOGRAPHY



SPOT ILLUSTRATIONS, DIAGRAMS



TEXTURES

