



DESIGN FUNDAMENTALS

L3 MULTIMEDIA HOMEWORK

Question

What elements of the design brief are provided in below scenario? Discuss.

Shami Hyguette is a skilled designer at Arc creative design company. She recently given the job of updating the brand identity of a tech company. The client provides a detailed style guide with specific colors, fonts, and clear logo instructions. They also want a poster design that appeals to young adults between 18 and 25.

The client wants a new product packaging design that is ready for the holiday season. This combination of branding and packaging work requires a coordinated approach to make sure the redesigned brand genuinely connects with the target audience while following clear style guidelines.
