# [Idea]
(Describe your concept in 6-9 words or less)

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**[Idea Description:** Use complete sentences and supporting bullet points if needed to explain details of your idea. This section should give context to the solution and provide clarity to the user.]

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**[Image Mood Board**. This section will visually communicate your idea. Images selected must communicate the subject (i.e., man), attributes (i.e., facial hair), and personality (i.e., hipster) of your idea. Select 10-12 images, or more if needed to express the idea.]

**[Prototypes/Rough Mock-Ups:** Create mock-ups that communicate the type of visual communication you want to promote to the target audience. This may include social media design, promotional materials, advertising, sponsored program assets such as brochures, mobile apps, etc. These would be the "touchpoints"—any materials that touch the end-user. Use as many pages as needed. These should NOT be detailed-oriented. Keep them lo-fidelity–digital or handmade. If items are hand done, please make sure to photograph them in good light before adding to the idea board.]

**[Prototypes/Rough Mock-Ups]**