

Sample project vision

We are going to produce training on the company's Global Visual Style Guide. Our students are managers/producers/designers leading media design teams worldwide, and we want them to be able to encourage use of the style guide by other members of their teams. This is an important project for our company because we need to overcome the brand confusion that our customers often experience when they see media that looks like it could have been produced by us, and so they are not sure if it comes from our company or not. Our style guide is the best way we have to combat this, but it won't be effective if our design teams don't know how to use it. We need to be done with this project by August, and can only spend \$30,000.