Illustration Project Proposal

Project Overview
What is the story you are going to tell?

Characters
Who are the main characters (protagonist, antagonist, partners, sidekicks, supporting characters etc.)? Write more complete descriptions of each character on separate pages.

Who is the target audience?

- age
- gender
- interest / characteristics
- socio-economic status

Context
What is the platform? (print: book, comic, etc.; digital: e-book, movie, game, series, etc.)

Tone of voice/Image
Humorous, serious, high class, corporate, etc.

Key words (20)
List words that relate to the problem you are trying to solve.

Title, slogan ideas
Come up with possible titles, catch phrases, statements or other useful language