|  |  |
| --- | --- |
| **Description of image** | *What is the image going to look like?* |
| **Aim** | *What is the purpose of the graphic?* |
| **Target audience** |  |
| **Item** | **Format** |
| Font | *Example: Arial, pt 12* |
| Images | *Example: Giff to keep transparency*  *Use the document*  [*File types*](File%20types.docx) *to help you.* |
| **Other specific requirements** | |
| **Content**   * What images you will obtain |  |
| **Specification** | What must be included (speak to client)   * Technical specifications? * Time and deadlines? * Spelling, punctuation and grammar must be checked |

Specification