**Explain how your ideas would meet the client brief and appeal to the target audience.**

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| **1** | Which type of animation will you use? | Why would this type of animation help to meet the client brief? | Why would this type of animation be suitable for the target audience? |
| **2** | What is the purpose of the animation? | Why would the purpose of animation help meet the client brief? | How will the purpose of the animation be suitable for the target audience? |
| **3** | What conventions are you going to use for this animation? | Why would the chosen conventions help meet the client brief? | How are the chosen conventions suitable for the target audience? |
| **4** | Which type of audio will you use? | Why would this type of audio help to meet the client brief? | Why would this type of audio be suitable for the target audience? |
| **5** | Which audio conventions are you going to use to help meet a purpose? | Why would the chosen conventions help meet the client brief? | How are the chosen conventions suitable for the target audience? |
| **6** | Which hardware do you need to create the animation? | Why would the chosen hardware help to create an animation that is suitable for the client brief? | Why would the chosen hardware help to create an animation that is suitable for the target audience? |
| **7** | Which hardware do you need to create the audio? | Why would the chosen hardware help to create audio that is suitable for the client brief? | Why would the chosen hardware help to create audio that is suitable for the target audience? |
| **8** | Which software do you need to create the animation? | Why would the chosen software help to create an animation that is suitable for the client brief? | Why would the chosen software help to create an animation that is suitable for the target audience? |
| **9** | Which software do you need to capture the audio? | Why would the chosen software help to capture audio that is suitable for the client brief? | Why would the chosen software help to capture audio that is suitable for the target audience? |
| **10** | Which images are you going to use in your animation? | Why would these images help to meet the client brief? | Why are the images chosen suitable for the target audience? |
| **11** | What typography do you intend to use in your animation? | Why would the typography choices help to meet the client brief? | Why is the typography chosen be suitable for the target audience? |
| **12** | Which slogan have you chosen to use in your animation? | Why would this slogan help meet the client brief? | Why is the slogan chosen suitable for the target audience? |