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|  | Hayley Rix |
| Project Name | Social Media Header Image |
| Date | 30/01/2017 |
| Date required | 17/02/2017 |
| Document name | 20170130\_HeaderImageDesignBrief\_V2\_HR |
| File location for project | H-Promoting the Museum/1-Corporate Marketing/6-Online Marketing/Social Media/Content /1-Reference/ 1- Design |
| Brief overview of project/background information | Obtain a template for creating header images for the Museum’s social media channels. |
| What do you want toachieve from this work? | * To be able to create bold and eye catching header image for the Museum’s social media accounts * Make the look and feel of accounts on new NAM brand * To be image lead, but allow inclusion of text and colour (enabling full use of NAM colour palette). * Communicate the museum’s current focus (i.e opening news or special exhibitions). |
| Target audience | NAM’s social media followers (potential for ALL audience segments) |
| Branding | NAM brand |
| Outputs required(format, size, pages,quantity etc) | 2x Photoshop templates (png) to fit:   * 815 x 315 px * 1500 x 500 px |
| Additional information | Both templates should include:   * A space to input at least one image * A space to input text * A space to input colour (i.e. behind text) |
| Text | N/A |
| Images | N/A |
| Budget |  |
| Sign off | Hayley Rix / Nikki Reddit / Linda Stranks |