

Creative Brief

Jessica Ewald

11/7/18

Project overview:

my goal for this project is to education people about hypnotism and show them that there is more to it than just stage performances

Resources:

<https://en.m.wikipedia.org/wiki/Hypnosis>

Audience:

my teachers, friends, family

Messages:

I would like to focus on the fact that hypnosis has many purposes people don't know about or think is negative (like brainwashing) and id like to show them a positive side.

Tone:

I think the tone should be fun and vibrant. It is packed with a lot of history and information so id like it to look fun and make people want to read it

Visual style:

Maybe use some optical illusions and bright colorsss!!!

