

## **Statement of Intent: Habitual Acts**

**State the Habit and why it seemed worthy of attention.**

**Here is where you might discuss some things you found in your research. It will help validate your choice.**

**Then begin specifically discussing choices you made:**

- 1. Why does the mascot look the way it does? What does it mean and how? Why do you think it will attract attention? There are lots of things you can talk about here.**
- 2. Then do the same for the brochure and poster. Talk about visual choices, textual choices, where and why things are positioned where they are.**
- 3. You may have reasons for why you designed the brochure. If so, state them.**
- 4. You should have reasons for what specific textual information is on the poster. Tell your reasons.**

**Then, say HOW you think your overall campaign is successful or not. This means you analyze your work.**

**On a separate page write down things you can take responsibility for in this project. Write down things that were completely collaborative.**