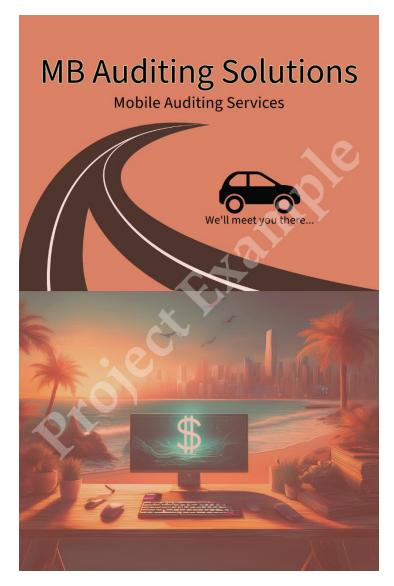
Project 3

# **Mobile Auditing Poster**

MB Auditing Solutions Poster



### Scenario

Your client, MB Auditing Solutions, requires a poster for their first ad campaign. You, as a newly established freelance designer, have agreed to undertake this assignment.

### **Design Type**

This project will be a virtual and printable poster.

Project 3 2

### **Client Requests**

Following the discussion with your client, comprehending their objectives and vision, and documenting the key points, you have collected the following information.

#### Goals and Mission

The goal for this design is to let the audience know that the company is mobile and ready for any climate.

### **Target Audience**

The target audience for this poster ad will be small businesses who need help auditing financial discrepancies.

#### Color Palette

The company wants to give a modern approach to the design tactic: the more colorful and captivating, the better.

#### Elements

While the client had no specific requirements, we narrowed down to the following favorable elements: US dollar sign and computer or books.

## Miscellaneous Requests & Reminders

The company's catch phrase is: 'We'll meet you there...' The ellipsis (three periods) is a part of the phrase. The client has stressed the need for emphasis on their mobility.