

Client: Quinique (Basketball)

Project Title: Are You Ready?

Concept: Different positions with the basketball in hand in a gymnasium background

Aesthetic Summary: Black and white pictures of a person or item of basketball showing off the fundamentals of basketball

Art: Basketball commercial

Copy: I'm ready are you? I will put text based on the mood of each picture

Color Scheme: I would like to do this book in black and white to resemble studio type shots, but I may go with a sepia color to give it a daybreak feel.

Typefaces: Sharp or bold text

Visual References: One image per page showing a form of basketball

Dimensions: 7x5

Page Count: 10

Substrate (be specific about paper type and quality): Semi glossy

Binding: Yes

Print Run: Inkjet or laser

Printing facility: Remsen

Budget: \$200



