

Client: Henairy Diaz
Project Title: Gone Viral
Concept: A book filled with images or videos and dances that have gone viral on the internet in the last few years. Such as gnamstyle, harlem shake, and different types of memes.

Aesthetic Summary: A fun book that brings together stuff that have gone viral on the internet and everyone knows about

Art: Images (memes, screen shots taken from videos)
Copy: Will have a description of the images
Color Scheme: Warm and Cool Color Scheme (uses different colors to represent the image)

Typefaces: San Serif fonts
Layout Notes: Will have images on the left page of the spread and on the right have the description.

Dimensions: 6x6
Page Count: 10
Substrate: Glossy paper to make images stick out
Binding: Spiral Binding
Print Run: 400
Printing facility: Remson Graphics
Budget: \$1,000
Timeline: 4 months

