

CLIENT	Daisy Chen
PROJECT TITLE	?Single!
CONCEPT	The book contains 10 reasons of ‘why are you still a single?’. It is a fun book which people can use the ‘reasons’ to tease at their friends who are still single.
AESTHETIC SUMMARY	According to a research from last year, Americans are now within mere percentage points of being a majority single nation, only 51% of adults today are married which is the highest level throughout the U.S. history. Therefore, I think this is an interesting way to mock them with the fun reasons and images.
ART	Images that connect to the reasons (photos/ illustrations).
COPY	This book won’t have too many text since it’s a fun book, so there will be more images over text. The only text will be the 10 reasons and the percentage of the single in the first page.
COLOR SCHEME	Since it is a fun book, it will be in rainbow colours. Each ‘reasons’ will have one monochromatic color. It will be listed by poster red, coral, orange, amber, gold, yellow, lime, leaf green, emerald, sky blue, indigo and purple.
TYPEFACES	Heavy and fun San Serif font (Dunkin & Zian).
LAYOUT NOTES	The text will be on the left side of the spread, and the images will be on the right side. Everything will be centered. Each spreads will have different pattern of starburst design background.
DIMENSIONS	5x5”
PAGE COUNT	13 pages (cover, front page, 10 reasons, back)
PAPER TYPE	67lb cardstock letter
BINDING	Comb Binding
PRINT RUN	150
PRINTING FACILITY	Staples
BUDGET	\$300

TIMELINE

3 months

ADDITIONAL NOTES

The reasons:

- Too childish
- Too creepy
- Too geeky
- Too picky
- Tooth picky
- Too emotional
- Emotionless
- Mommy's girl/ boy
- Overly attached
- Friendzone



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