

Visual Project Planning Worksheet

<p>What will your visual communications accomplish? (Set in the broader campaign or project context)</p>	<p>For example: As part of our overall campaign to win better renewable and energy efficiency standards, tell the personal stories over three months of 10 people whose lives, livelihoods and families are supported by clean energy and efficiency in order to position these issues as being about people and lives rather than just government policy.</p>
<p>Who are the audiences you will want to reach?</p>	<p>For example: college students; businesses; people with conservation interests beyond our networks; activists; residents in a certain neighborhood; journalists and politicians</p>
<p>What specific actions will you want your audience to take?</p>	<p>For example: sign a petition or letter; provide an email address; make a donation; request more information; show up for an event; join an online community; visit a web site; share with friends; vote</p>
<p>What visual channels will reach your audiences, and how many images will you need?</p>	<p>For example: Instagram, Facebook, Twitter, Snapchat, email, a web site, online slide show or photo essay, a brochure, an event, paid ads. Images needed: 8 for Facebook outreach; 6 for photo essay; etc.</p>
<p>What are interests, values, concerns, aspirations for your audiences that your visuals might appeal to?</p>	<p>For example: health, safety, saving money, climate impacts, kids, having fun, a treasured place, a hated or beloved person, clean water, homeownership, freedom, self-reliance</p>
<p>Brainstorm and list ideas for specific images that stem from your analysis above</p>	<p>For each audience and appeal angle above, what can you show? Who can you show? Think broadly: photos you wish you had; with people, without people; showing problems, showing solutions; events; exteriors vs. interiors; before and after shots; surprises, contrasts, juxtapositions; action shots; environmental portraits; etc. Note particular stories or facts that might accompany/caption particular image ideas.</p>
<p>Narrow your image list and identify testing needs and opportunities</p>	<p>Based on what you know from research and best practices, what predications can you make about what images and image-text combinations above will be best at pulling eyes, triggering emotion and engagement, delivering impact, and motivating action? Use this analysis to narrow your image idea list above. What questions are you left with about which images will work best? Which would be good to put to the test if you could, either through online experiments or via informal focus grouping?</p>
<p>Plan your image collection</p>	<p>Categorize images above that you (1) already have; (2) could photograph yourself; (3) could locate online; or (4) can ask another others to lend to you, or obtain for you</p>

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