

Client Brief - Postcard

A postcard manufacturer needs a new postcard design which will feature Great Yarmouth.

The postcard needs to be produced as a digital graphic suitable for printing at standard postcard size. It will need to be at print quality settings (300 ppi).

A copy of the postcard will be used on websites. This needs to be 250 pixels wide and produced at screen quality settings (72 ppi).

The postcard needs to be suitable for a wide audience and attractive. It clearly needs to feature Great Yarmouth.