

Client brief vocab

A **client brief** is the document which tells you what a client wants

It will include information about what the product you have to make is, who the audience is and anything the client says it must include - for example, the size

Client brief vocab

Product: the thing you've been asked to make

Client: the person you're making the product for

Target audience: the people who will read, watch or listen to the product

Client needs: the things the client has told you the product needs to do

Prototype: a first version of something which can be tested to check that it works

Client brief vocab

1. Write definitions of:

- a) client
- b) client brief
- c) product
- d) target audience
- e) client needs

2. Explain why it is important to read a client brief carefully