

NAME: \_\_\_\_\_ PERIOD: \_\_\_\_\_ DATE: \_\_\_\_\_

CLIENT: \_\_\_\_\_

# Infomercial Interview: CARE

Answer the following questions to give insight into who your client is so that the advertising team has a better understanding of them in preparing the exhibition infomercial.

If you don't specifically know, then make an educated guess (hypothesis).

1. What design did your client ask for initially for you and your group to consider in creating their cornhole board and why?

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2. Based on what you know about your client (age, gender, purpose, job, passions, etc.), what strategies/tactics do you think could be used to entice & persuade them?

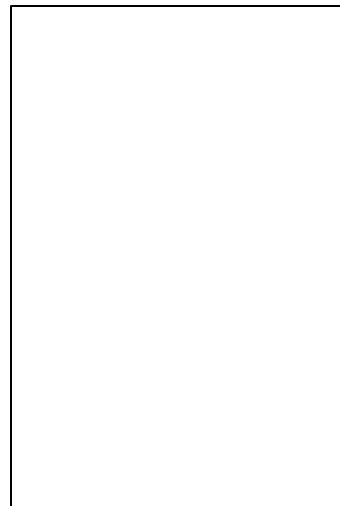
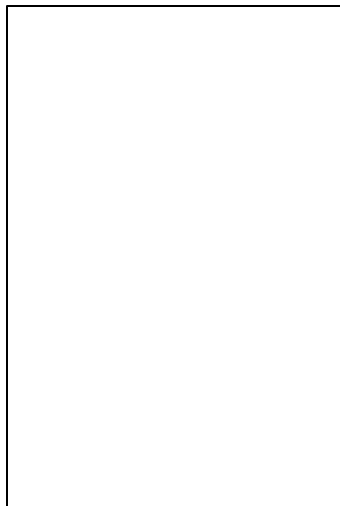
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3. Illustrate a brief sketch of the cornhole boards being designed and created for your client below.



# PAPA Square: CARE

Through a PAPA square, you can analyze the purpose, argument, persona, & audience of a text. Around the perimeter of the box, answer the following questions being as detailed and specific as possible. You are now speaking on behalf of your group as the designer of the cornhole board(s) that are being created for your client(s).

1. What is the PURPOSE of the desired outcome (deliverable)? What are you trying to accomplish?
2. Who is your AUDIENCE? What are their beliefs, needs, and/or values? What are their biases (if any)?
3. What is the PERSONA, or public image, that is being given through the design? From an outside perspective, what do you think the tone is?
4. What is the overarching ARGUMENT that could be made? What is the main message be given (thesis)?

<b>PURPOSE</b>	<b>AUDIENCE</b>
<b>PERSONA</b>	<b>ARGUMENT</b>