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Telecommuting Proposal
Creative Blueprint

CLIENT: FLAVORx Inc.
DATE: July 25, 2008
JOB DESCRIPTION: Telecommuting
Proposal
DEADLINE: August 21, 2008



OBJECTIVE:

The objective of this Telecommuting Proposal is to convince FLAVORx Management to allow employees, whose position allows, telecommuting 2 out of 5 workdays per week.

TARGET:

The presentation is geared towards professionals and company executives. Its tone and content should show how allowing workers to telecommute will benefit the company.

DESIRED RESULT:

The desired result of the presentation is a company policy or benefit that gives employees the option for telecommuting 2 out of 5 workdays per week.

TONE/PERSONALITY:

Professional, convincing, light and humorous to ensure it causes management to feel no pressure.

TEMPO/ DESIGN CHARACTERISTICS:

The design will utilize a red Honda Fit. It's loading / splash page will show a small red car illustrated travelling on the highway. The illustrations will be simple, minimalistic, and have a child-like hand-drawn quality and will be done using Adobe Illustrator. All employees that are interviewed will also be illustrated, as well as the narrator. Typography will include a hand-written font for headlines and menu items, and a sans-serif font such as Myriad Pro for blocks body text. The whole website animation will be enhanced with music and sound effects.

TECHNICAL REQUIREMENTS:

The presentation will be shown in the company's large conference room on the projector. The presentation will also be placed on the server for employees to view on their company station as well as e-mailed to board members and investors who aren't usually onsite.

