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Art for your Fun and Games.

Narrative Projects - Diagnosis Sheet

With the answers to these questions, you will be able to quickly formulate a strategy for your narrative project. With that strategy in hand, all the creative choices will become much easier, just like putting pieces of a puzzle together.

Answering tough questions is all part of the fun, so let's get started.

What is your goal with this project?

What would define success for this project?

What obstacles do you think might threaten that success?

Are you trying to solve a problem with this project?
(revenue shortfall, lack of exposure, PR issues etc)

Is your project trying to be the same as others or is it trying to stand out?

continued

WE DRAW GOOD. WRITE PRETTY NICE TOO.



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Who is it for?

(the target audience or market)

Is that a different person than the one who will be paying for it?

(example: toys are for kids, but parents make the buying decision)

Do you feel confident that your project can appeal to all the people it needs to?

Do you have a sense of your market positioning for this project or enterprise?

(luxury, eco friendly, mass market etc)

Have you gathered examples of other projects that have similar aims to yours?

If your concept and strategy is a good match for your needs, you should feel inspired and excited about the project. Do you?

Feeling good?

- Talk to Simon

Still not sure?

-Try some different answers
and see how you feel then.

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