



## **WORLD MISSION HIGH SCHOOL**

Software Development/ Networking and Internet Technology/  
Multimedia Production

P.O Box: 5856 Kigali-Rwanda Tel: 0785623245-0788411064  
Email: [worldmission779@gmail.com](mailto:worldmission779@gmail.com) Website:  
[www.worldmissionhighschool.org](http://www.worldmissionhighschool.org)

### **LAYOUT DESIGN HOMEWORK /20MARKS**

1. Explain what a design concept is and why it is important in the design process.
2. Discuss why an effective design concept should clearly express the goal of a product.
3. Explain the importance of understanding the problem, target audience, aesthetic style, and client needs when developing a design concept.
4. Explain what a mood board is and how it helps in the early stages of a design project.
5. Explain what a creative brief is and why it is considered a foundational tool in design and marketing.
6. Explain why understanding the target audience is critical when creating a design concept.
7. Discuss the importance of clearly defining budget, timeline, competitors, and project deliverables in a creative brief.