



WORLD MISSION HIGH SCHOOL

Software Development/ Networking and Internet Technology/
Multimedia Production

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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.