

# COM210 Project Creative Brief

## PROJECT 1: FLIER

**Date:** 10/22

**Name:** Inan Harsh

### PROJECT BACKGROUND

*What is the project? What are we creating and why? What are we trying to achieve with this project? What is the core message that should be communicated?*

This project is for Circus Club's Fire Friday, a place for fire spinners and breathers to get together for a community night of safe (as possible) fire spinning. We are trying to create awareness/advertising for community (and others) spinners to motivate and encourage showing up to the gathering. The core message is information about time, place, and why spinners should show up.

### TARGET AUDIENCE & JUSTIFICATION:

*Who is your target audience? [You can't say everyone!] What do we know about them that can help us reach them? **What is your plan to appeal to this audience?***

Target audience is all flow artists who want to get involved in fire Friday nights to show up and spin fire. We know they are artists, want to spin fire, and need some motivation and appeal to show up to these community events.

### INSPIRE US!

SATURDAY 25<sup>TH</sup> March 2017

# Steampunk

## PIRATE TALES

INTERACTIVE THEATER \* LIVE MUSIC \* AERIAL PERFORMANCES  
ART GALLERY \* BOUTIQUE \* AERIAL BARTENDING

10 Meco Circle, Wilmington, DE 19804

**Ascend Flow Arts**

[www.AscendFlowArts.com/Events](http://www.AscendFlowArts.com/Events)

Ticket Price: \$10 Presale \$15 Door

DOORS OPEN: 7:30PM \* SHOW STARTS: 8PM \* 18+ ONLY EVENT \* DRESS TO IMPRESS



# The Witching Hour

JOIN US

SATURDAY • 10<sup>th</sup> • OCTOBER

Ascend Flow Arts

Doors OPEN: 7PM  
Show STARTS: 8PM

Door PRICE: \$15  
Presale PRICE: \$10


**HALLOWEEN**  
INTERACTIVE THEATER *Event*

Fire Spinners  
Aerial Bartending  
Aerial Performers

Craft Drinks  
Live Music  
Art Gallery

[www.AscendFlowArts.com](http://www.AscendFlowArts.com)

10 Meco Circle Wilmington DE 19804

 [facebook.com/AscendFlowArts](https://facebook.com/AscendFlowArts)

<http://thewitchinghour.brownpapertickets.com>



## BURNING FLYER

*Drimz  
Design*

3000 DPI . CMYK 4X6 IN WITH BLEED . EASY TO CUSTOMIZE . FULLY LAYERED . MODEL IS NOT INCLUDE IN THE DOWNLOAD

DRIMZDESIGN PROUDLY PRESENTS



# BURNING

AMAZING SOUNDS BY :

DJ DRIMERZ | DJ DEDNUEL | DJ NDUT

DOOR OPENS : 12AM. | ENTRANCE : \$30 | AGE : 21 OVER

[WWW.FACEBOOK.COM/DRIMERZ](http://WWW.FACEBOOK.COM/DRIMERZ)



[WWW.TWITTER.COM/DRIMERZ](http://WWW.TWITTER.COM/DRIMERZ)



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# SKETCH

