

HIGH-LEVEL GENERALIZED SCHEMA

1. PROJECT

- ☐ Breast Cancer Awareness.
- ☐ STATS: October Yearly.

2. DESCRIPTION

- ☐ Breast Cancer Awareness month, also referred to in the U.S. as National Breast Cancer Awareness Month (NBCAM).
- ☐ An annual international health campaign organized by major breast cancer charities every October.

3. NEEDS

- ☐ Speakers in different dynamic environments will be dispersed in Q3.
- ☐ Discuss the current Stats on breast cancer, impacts, gender, and race.

4. BENEFITS

- ☐ Using different training/learning multi-media, let us create awareness of the disease.
- ☐ Using Stats so we can raise funds for research in causation, prevention, diagnosis, treatment, and cure.
- ☐ The materials can have an extended shelf life offering information and support to those affected.

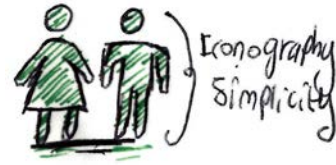
5. DELIVERY

- ☐ PowerPoint.
- ☐ Video.
- ☐ CBT.
- ☐ Infographic (static).
- ☐ Interactive graphic.
- ☐ Schwag.

6. STYLE

- ☐ We want a minimalistic design.
- ☐ Simplicity in color and characters - iconography.
- ☐ One font.
- ☐ Stock imagery.
- ☐ White layout space.
- ☐ Consistency across all media we use.

Moodboard



7. EXISTING MATERIALS

- ☒ None.

8. PRICING

- ☐ TBD.

9. DEADLINE

- ☐ TBD.

10. COMMUNICATION

- ☐ Trello, WebEx, Phone, Email.