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| Name: |  | Date: |  | Period: |  |

**Vocab: AVD1 1.01 Project Requirements**

*Understand the importance of the project purpose, audience, and audience needs for preparing images.*

**Directions:** Using the PowerPoint notes, write definitions in your OWN words and turn in. You will also use these to help you study for the quiz and certification test!

Project Management:

Project Plan:

Client Goals:

Target Audience:

Demographics:

Optimization:

Accessibility:

Pre Production:

Production:

Post Production:

File Name Convention: