**TASK**

- You are required to create your own mood board to help define the audience for a new, upcoming hipster specialty coffee cafe. The owners have employed you to give them a greater understanding of their target audience and you think the best way to present this would be visually as it provides clarity and helps define the customer’s social and cultural attributes.

- What does the stereotypical hipster coffee lover look like? What do they wear? What do they eat? What do they do in their spare time? What colour palate attracts them?

- Visually define your audience through age, gender, socio-economic status, and culture or sub culture.

- You can make your digital collage/mood board using any ICT tool including Microsoft or Adobe programs and can be either A3 or A4 in size and be a minimum of 25 images.

- Print this out and put it in your book and write where you can see the design elements & principles. Finish for homework if needed.

*Remember, you are not collecting images of cafes, you are defining your audience through imagery!*