| KIVO | | BRIEF SPECIFICATION<br>FRAME-W / REV A |
|---|---|---|
| CLIENT<br>KIVO, home-office furniture | PRODUCT<br>FRAME White desk chair | STATUS<br>for approval |

## // MESSAGE FROM THE CLIENT

> Hello. This is the FRAME White chair; the sample photos were taken in an empty room right after unpacking.

## // REQUIREMENTS

| | | |
|---|---|---|
| K-01 | GOAL | convey the feel of a home workspace. |
| K-02 | DELIVERABLES | a series of 8 photos: catalogue angles, details and scenes with a person at the desk. |
| K-03 | MUST KEEP | the distinctive segmented backrest, separate headrest, two armrests, five-star base; the shape must not change between shots. |
| K-04 | AVOID | an ad-style office interior, lettering. |

## // SAMPLE PHOTOS



IMG_01 · FRAME-W



IMG_02 · FRAME-W



IMG_03 · FRAME-W



IMG_04 · FRAME-W

taken by the client on a phone. Practice brief for a portfolio. The brand and the client are fictional.