

Creative Brief

The creative brief is a document that outlines who the client is, their goals, the message that needs to be put forth as well as the strategy of how this message will be relayed to the consumer. The document should be written in complete sentences and grammar and sentence structure should be clear and understandable. Typically this document is a combination of the client's needs and the designer's understanding of the project goals.

.....

Project Title:

Name of the client.

Tell me something about the client, what they do etc.

What is the voice and characteristics of the client and their business? What makes them unique?

What is the existing Look & Feel of your client's business? What is their "image"? Put it into words...

Competition – what other products or services exist similar to the company or organization you are working with?

Target Audience – What type of people (male, female, age, culture, etc.) use the product that you have chosen? What are the characteristics of your audience. Be specific. If your product is used by anyone and everyone, try to zero in on a specific audience – (this will make the process easier for you).

Message – What is the main idea that you want to communicate to the viewer?
What message do you want the viewer to walk away with?

Use one or several of the brainstorming methods handed out in class to answer the following question.

What type of imagery could you use to get the concept across to the viewer?

The strategy – How will you get the message across to the viewer?
What is the overall look and feel? (sophisticated, chaotic, classy, fun, serious, whimsical...)
What color palette might you use?
What fonts might you use?
Will style will your solution be (photographic or illustrative?), based on what the client's brand looks like?