

## ARTG115

### Project #2 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.

Your Name:

Chosen Composer:

When and where was your composer born? List any interesting biographical details.

Is your composer considered part of a musical or visual art movement? List a few contemporary visual artists that would have been near the composer's circle.

Give some details (or examples) of art that would fit the historical context of your composer.

Give some adjectives that would describe the music.

List 2–3 typefaces that are of the composers era.

Are there themes in the work that you can relate to contemporary issues?

**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 questions:**

The Strategy – How will you get the message across to the viewer?

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

What is the overall look and feel? (sophisticated, chaotic, classy, fun, serious, whimsical...use your own words)

What color palette might you use?

What fonts might you use?

Will style will your solution be (photographic or illustrative, etc.)?