

Creative Brief Template

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Background

The Learning Paths by ShowbizU provide people from all backgrounds and lifestyles the opportunity to advance their learning in the arts. The design presented will give users an easy to use system to expose them to storytelling and customize their way of learning by choosing what they want to learn. ShowbizU strives to give people the best opportunity to gain knowledge on specific subjects with a large community of luminaries and tools to do so. ShowbizU is constantly evolving to implement the best, state-of-the-art technology.

Audience

The Learning Paths targets any users who strive to advance their learning of the arts. Whether they have prior knowledge to the subjects or if they are completely new, ShowbizU's Learning Paths will give users the tools to accomplish their goals. The audience this application aims to target is broad and robust. People from all lifestyles and backgrounds will be attracted to this application because it allows them to study what they want at their own pace.

Positioning

What do you want the product to stand for? How do you want users to view the product? What message do you want the design to convey?

Corporate Branding and Creative Stretch

What must not change in your design? Colors? Logo? Positioning? What can, and should, change?

Timeline

What are the major milestones for the design? When do you expect to meet the milestones? The following table identifies typical major milestones for a creative brief. Remember to include approval and sign-off milestones in the timeline.

MILESTONE	DATE
Research background and product requirements	
Define personas	
Research corporate branding guidelines	

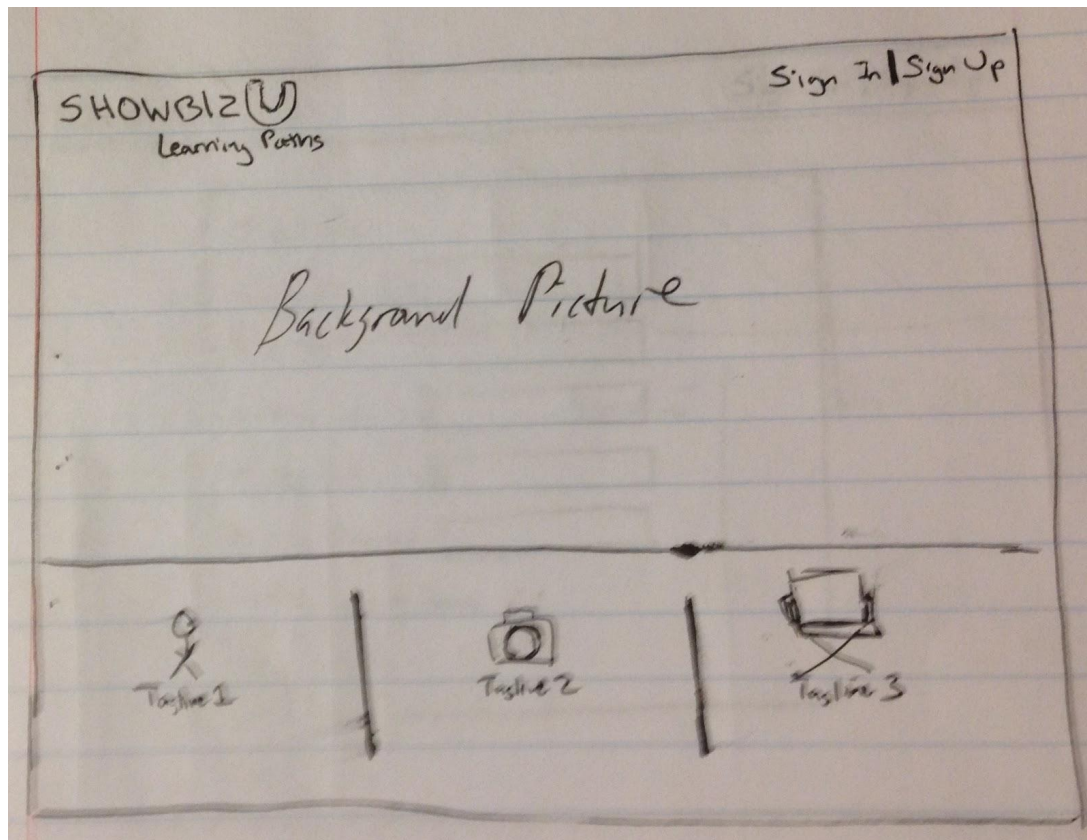
Research competitors	
Gather persona requirements	
Write creative pitch (one or more)	
Create mood boards	
Initial review of mood boards and brief with client	
Revise based on initial review	
Second review of mood boards and brief with client	
Select final design with client	
Readiness review and approval	

Budget and Resources

How much budget has been allocated for the design? What resources are available for the design?

Creative Pitch

Design 1



SHOWBIZ (U)
entertainment Parks

Sign In | Sign Up

Sign In

Email

Password

Sign In

Forgot Password?

Login with Facebook

Twitter

LinkedIn

Google

SHOWBIZ (U)

Sign In | Sign Up

Sign Up

First Name

Last Name

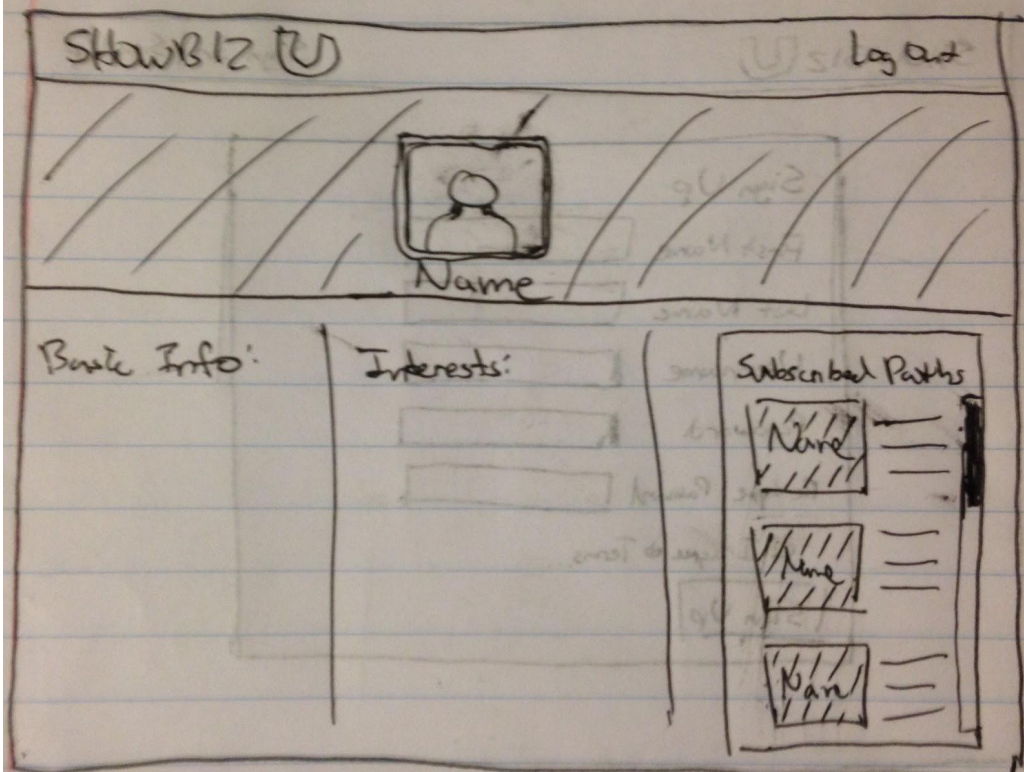
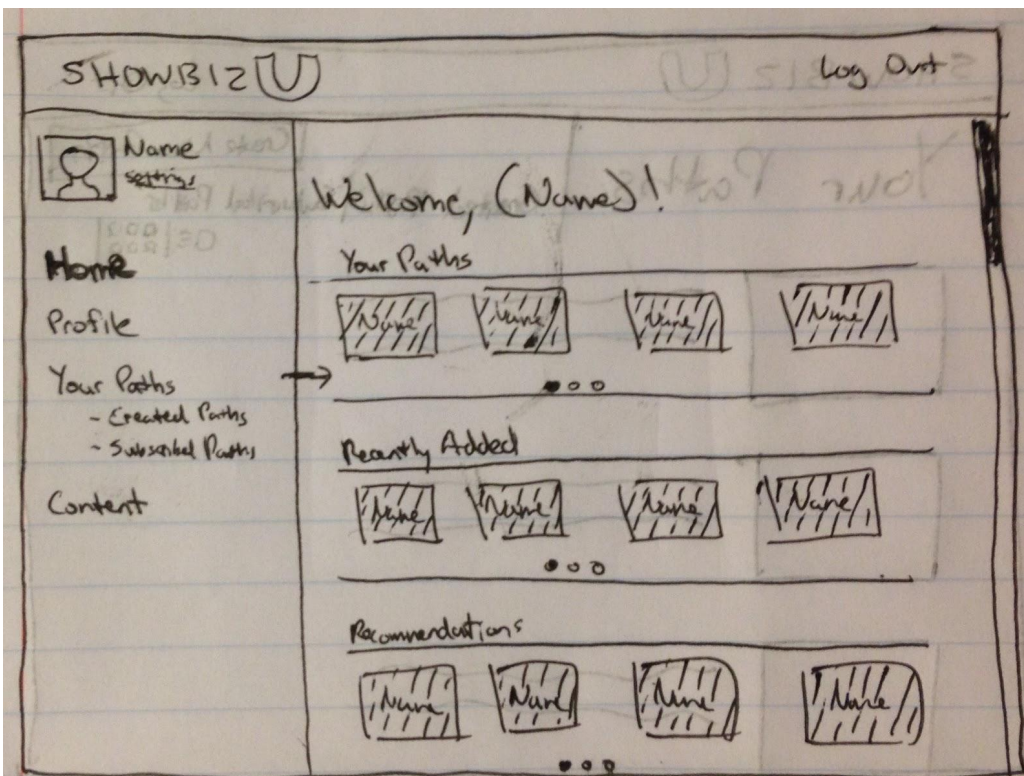
Username

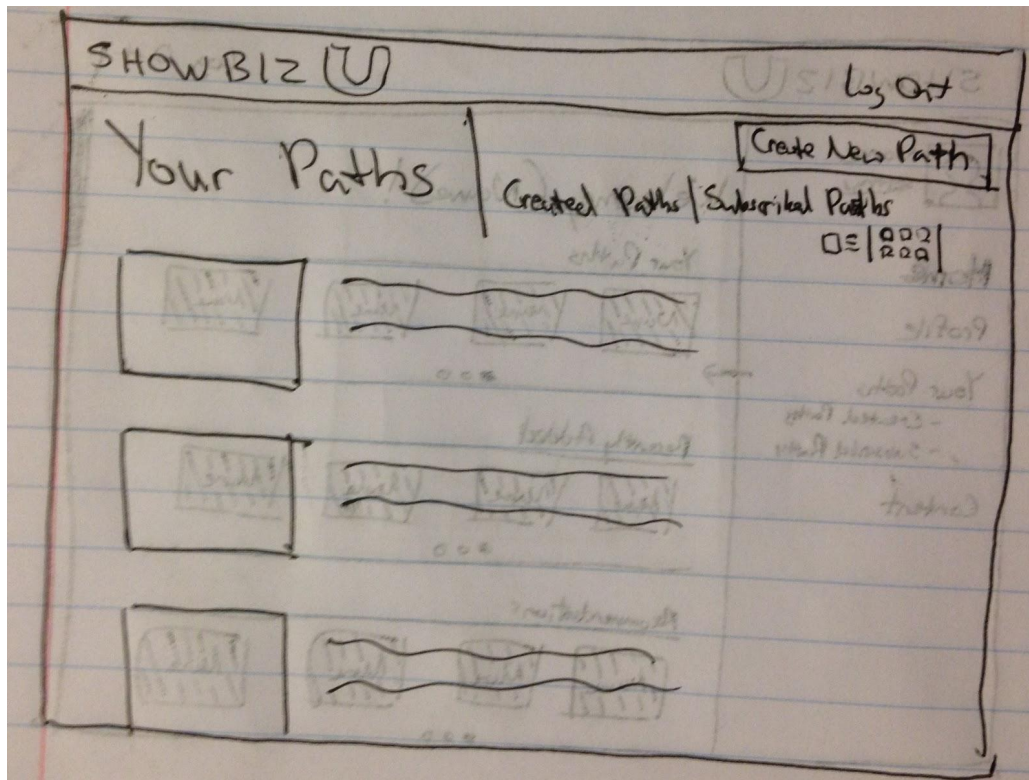
Password

Re-type Password

☐ I agree to Terms...

Sign Up





These mockups show the main public homepage of the Learning Paths website and the signed-in pages with all the different views. The homepage is simple and clean, with a background image that represents the Learning Paths, as well as 3 short descriptions divided neatly in thirds on the bottom. The Sign Up/Sign In links are at the top right. The sign-in page is a modified pop-up window within the homepage. There will be a border around the pop-up, and the background will be blurred to create separation. Users are able to do a standard email/password sign-in, as well as Facebook sign-in. The sign-up page brings the user to a different view with the required fields included in a large rectangle in the center of the view. Behind the large rectangle will be a background picture. The homepage after a user signs in introduces a new layout. Similar to Netflix, it shows horizontal sections, with the ability to scroll sideways. Content will be separated by Your Paths, Recently Added, and Recommendations. Your Paths contains only learning paths, obviously. Recently Added and Recommendations sections include both paths and content. They shall be differentiated by different colors. Another key feature of the signed-in view is the hidden sidebar, which becomes visible when the user hovers the mouse over left border of the view. The sidebar provides links to Home, Profile, Your Paths, and Content. The sidebar will highlight the current page that the user is on. It will apply to all signed-in pages. The Profile page shows a picture of the user and a horizontal picture, much like the “Cover Photo” of Facebook. The rest of the profile is divided into 3 sections: basic info, interests, and subscribed paths. Users can scroll through each section individually. In the Your Paths view, users view all their paths in a vertical list, with the path picture and short description. This is the default view. Users can also switch to a block view, which simply shows each path as a picture. This is done by selecting the icon near the top right. Users can filter between their Created Paths and Subscribed Paths by selecting the links next to the Your Paths title. And finally, the Log Out link is visible on all signed-in views at the top right corner.

Design 2

STARTING PAGE AFTER LOGIN

The sketch shows a web application layout. At the top right is a navigation bar with three icons: a home icon, a square icon, and a close icon (X). Below this is a header section with the title 'LEARNING PATHS' on the left and a 'SIGN OUT' button on the right. A horizontal menu bar contains four items: 'PROFILE', 'PATHS', 'CUSTOM PATHS', and 'PREMADE PATHS'. Below the menu bar is a form area. It starts with a 'NAME' label and an arrow pointing to a large rectangular input field. Below the input field, the text 'INFO' is centered, followed by the note '(DON'T KNOW WHAT INFO EXACTLY)' in parentheses.

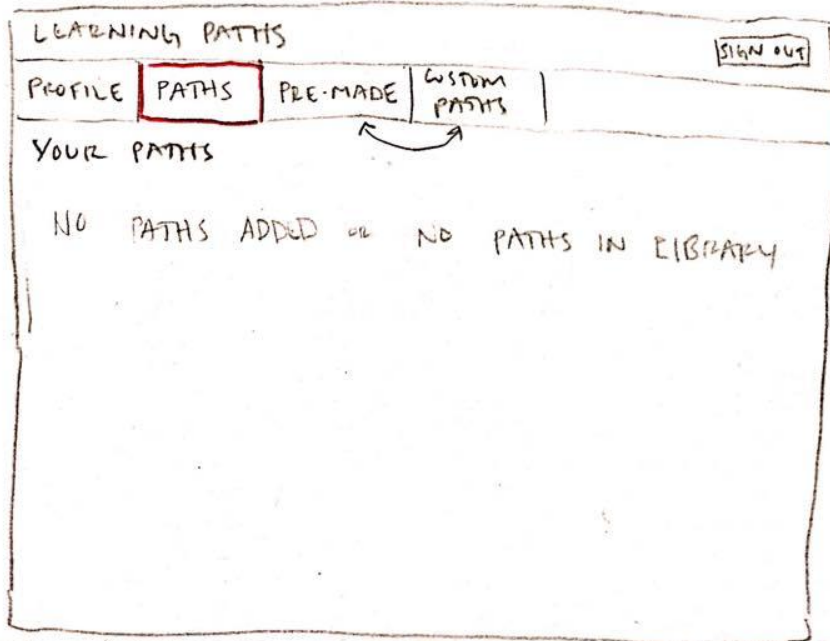
```
graph TD
    subgraph Navbar
        direction LR
        Home[Home Icon]
        Square[Square Icon]
        Close[Close Icon X]
    end

    subgraph Header
        Title[LEARNING PATHS]
        SignOut[SIGN OUT]
    end

    subgraph MenuBar
        direction LR
        Profile[PROFILE]
        Paths[PATHS]
        CustomPaths[CUSTOM PATHS]
        PreMadePaths[PREMADE PATHS]
    end

    NameLabel[NAME] --> InputField[ ]
    InputField --> InfoText[INFO]
    InfoText --> NoteText["(DON'T KNOW WHAT INFO EXACTLY)"]
```

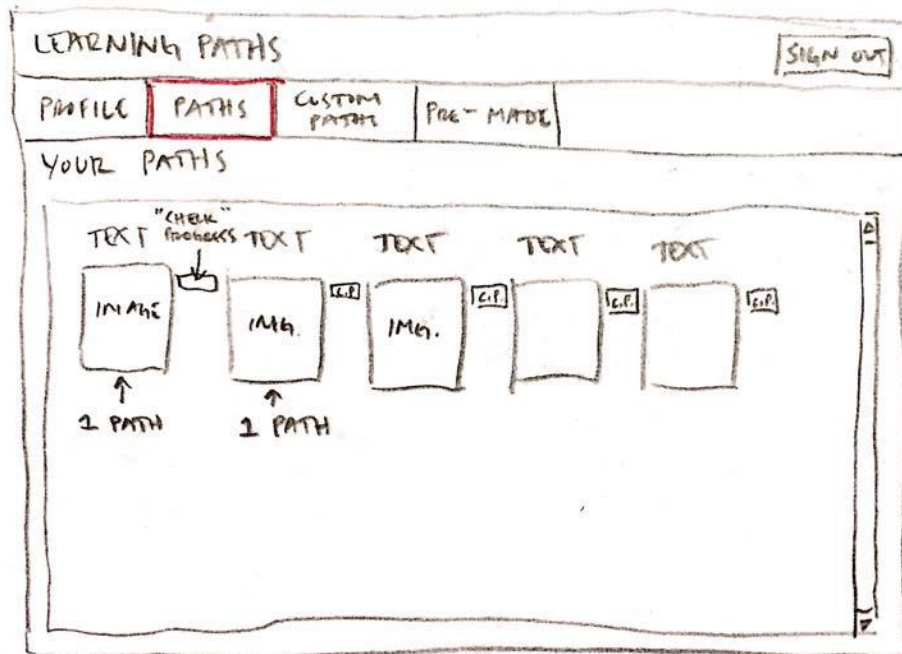

PATHS PAGE



CONTENT:

- YOUR PATHS
(CUSTOM PATHS CREATED BY YOU)
- CREATE PATHS
- SEARCH BAR
(W/ RECOMMEND FUNCTION)

PATHS PAGE



- WANT TO CHECK PROGRESS
- "CLICK" ON IMAGE TO GO TO PATHS

LEARNING PATHS

SIGN OUT

PROFILE PATHS CUSTOM PATHS PRE-MADE PATHS

YOUR PATH +

YOUR CONTENT

THIS IS YOUR CONTENT LIBRARY! SELECT SOME CONTENT AND CLICK ADD TO ADD CONTENT

TITLE	DESCRIPTION

ENTER SEARCH

FILTERS:

SHOWBIZU PT. BLOG VIDEO PODCAST ONLINE

BUTTON

PRE-MADE PAGE

LEARNING PATHS

SIGN OUT

PROFILE PATHS PRE-MADE CUSTOM PATHS

SEARCH

(SEE SUGGESTED TEXT LISTED)

TEXT	ADD	VIEW	TEXT	ADD	VIEW	TEXT	ADD	VIEW	TEXT	ADD	VIEW

CONTENT:

- SEARCH BAR

"VIEW" BRINGS PAGE TO CONTENT OF PATH

"ADD" BACKGROUND DIMS AND WINDOW W/ TEXT "SUCCESSFULLY ADDED TO PATHS"

QUESTIONS:

- WANT DESCRIPTION OF PAGE'S PURPOSE?

This is the login screen for the Learning Paths page. It is the page that you would get to if you clicked on the Learning Paths link on the main ShowbizU website. The login screen has a button to click on if you want to sign in

using Facebook and a button if you want to sign in with email. If the Facebook sign in button is clicked, a separate window will pop up telling the user information “ShowbizU will receive the following info: Your public profil and email address” and underneath would be a “edit info you provide” link as well. Then the window waits for the user to either click the “cancel” or “okay” button. For the When the sign in with email button is clicked, then the email and password logins pop up on the page, and the “sign in” button waits to be clicked. Underneath is a “back” link that will go back to the first Learning Paths page view. Underneath is a link that will be underlined if the mouse pointer is hovering over it. If clicked on, then the link will send you to a different page that will have the user fill out personal information. This page has the user fill out their name, email, password, password confirmation, and whether or not they agree to the terms of use.

Once logged in, the user will be directed to the Profile tab by default. This tab is where the user can set their settings or edit account information.

The Paths tab is the tab that shows what paths the user has in their account right now (the paths they have added).

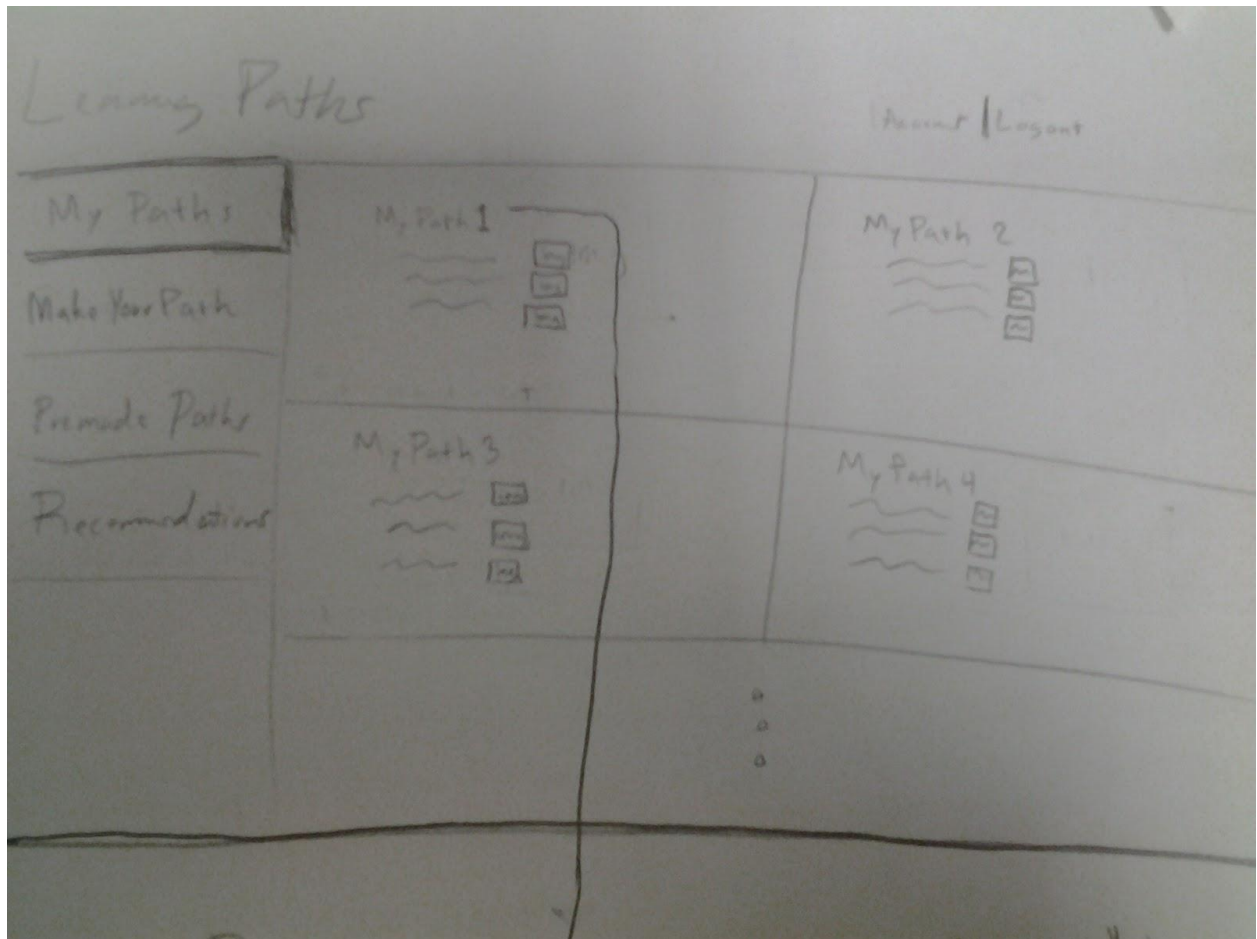
The Custom Paths tab is where the user(s) will go to create their own path. It has the search function as well as the filters. They create their own path by starting with the “+” symbol which will create and add the path to their collection of paths. They will be able to make up their own title and the description for the path (like the current learning paths does right now). Once they search up content, they can add the content to form their path.

The Pre-made Paths page allows the user to look and browse at the paths already made for them. They can use the search function to find paths that are related to the topic of their interest. They can both view and add the pre-made paths that are available in order to make sure that is something they want to add to their collection of

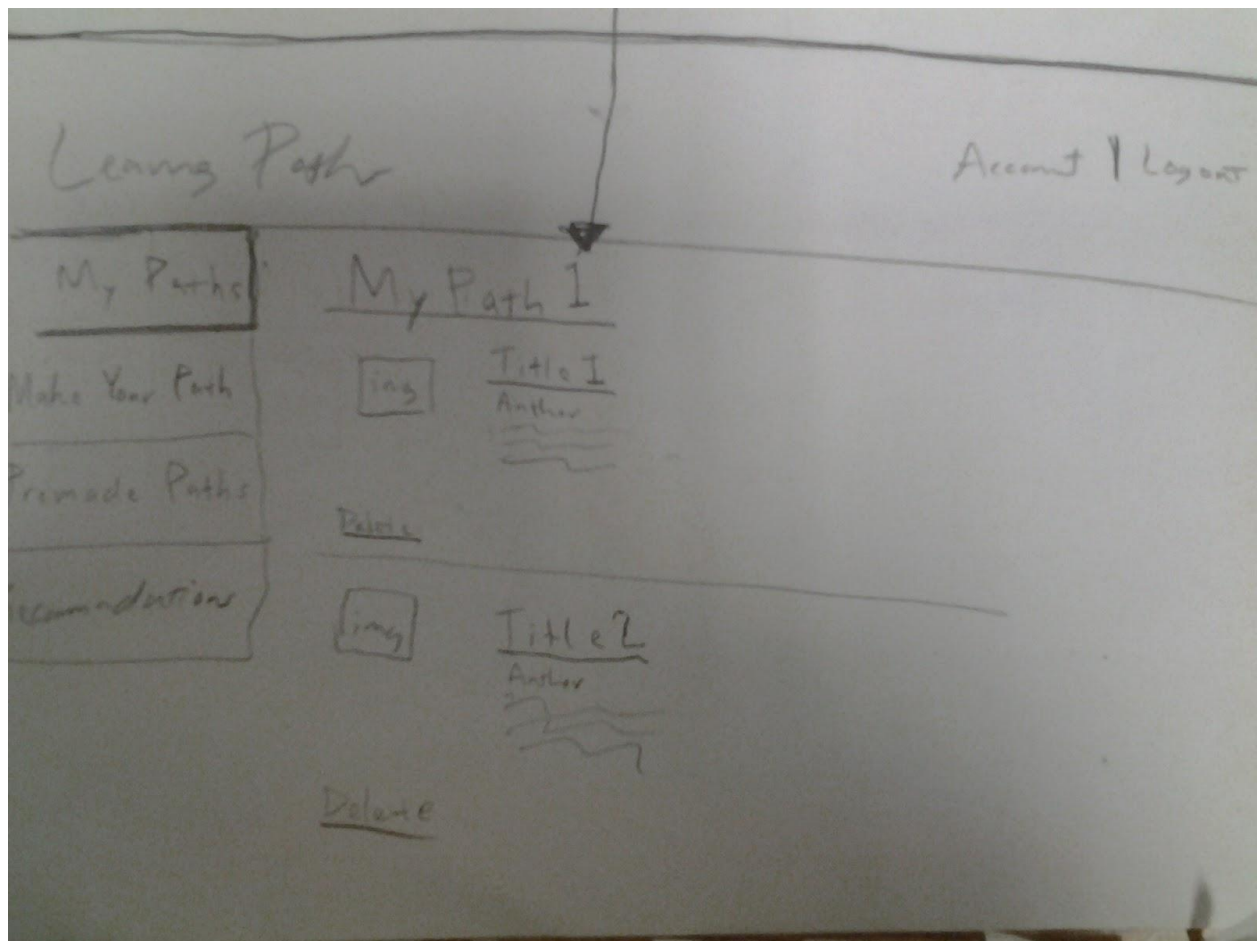
Design 3

The website layout of Learning Paths will have a static sidebar that has links to “My Paths”, “Make Your Path”, “Premade Paths”, and “Recommendations”. On the top will be the title/logo, account access and login/logout button. In the center is where the content will be displayed according to what link was clicked.

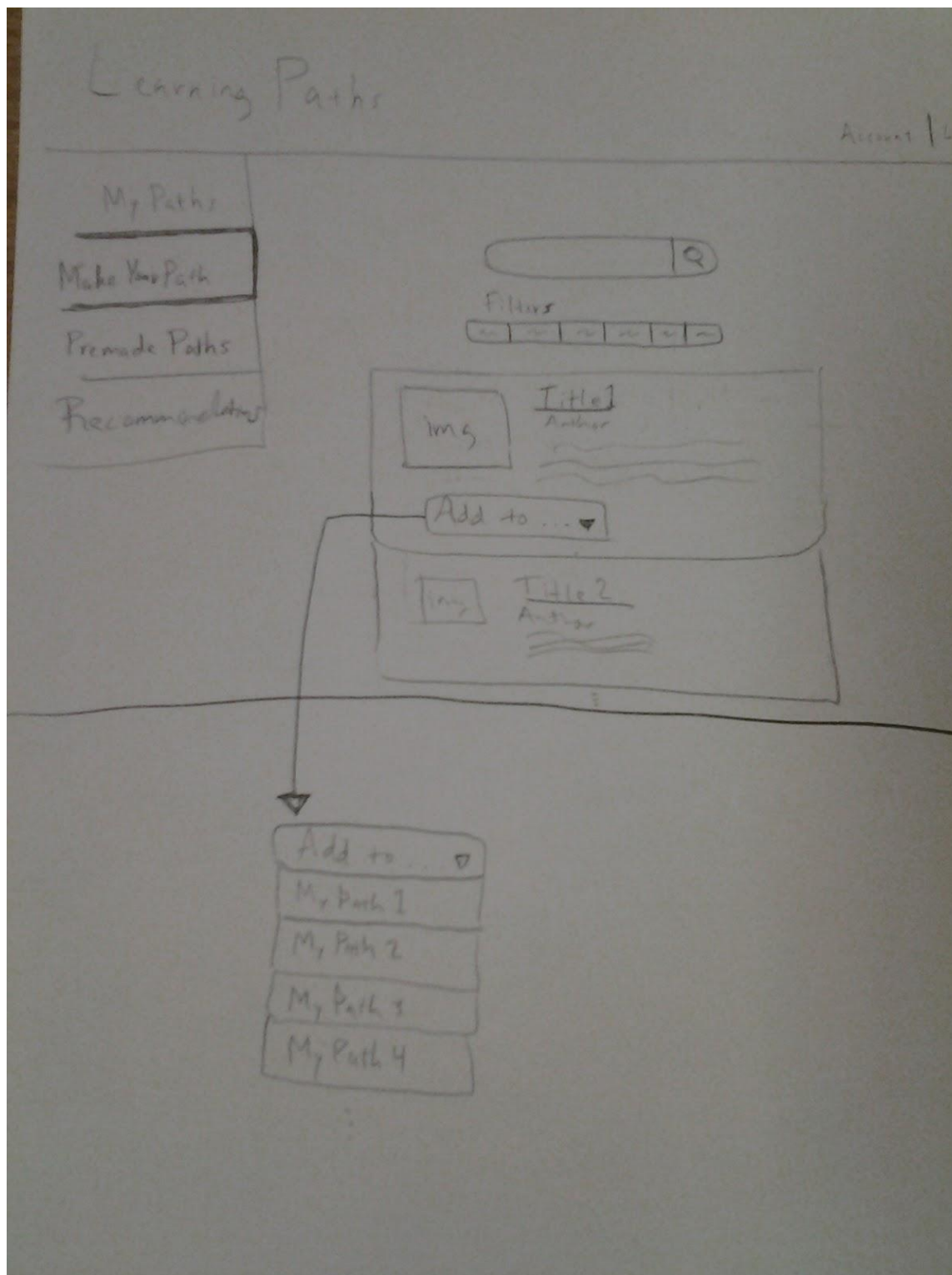
This page shows “My Paths”. It will hold all paths created by the user. A user will click on the a path here to be taken to another screen on the following image where more information is given about the contents of the path.



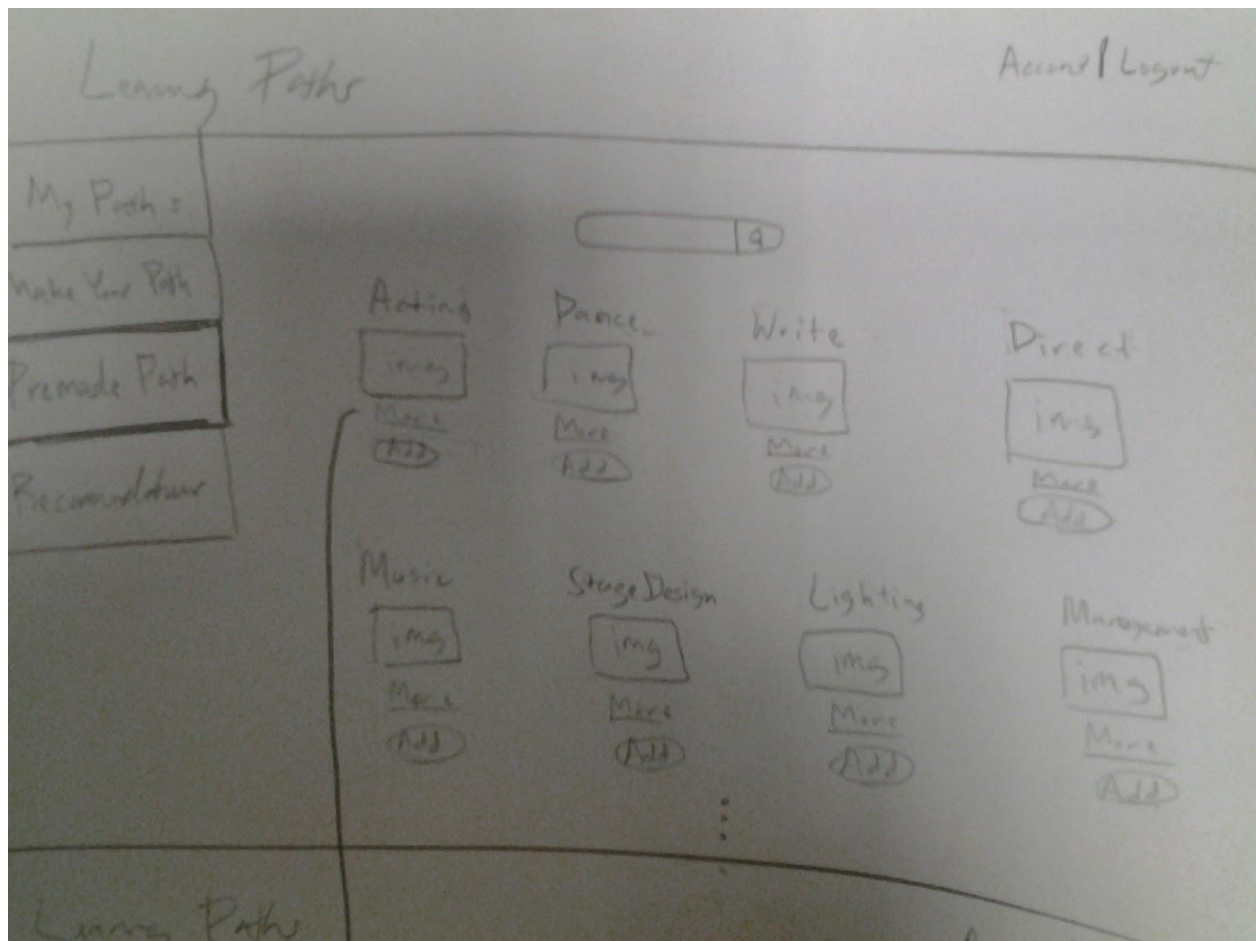
In this image a user has clicked the path and is now able to see the contents they have added to the path. They are able to interact with the content or delete it.



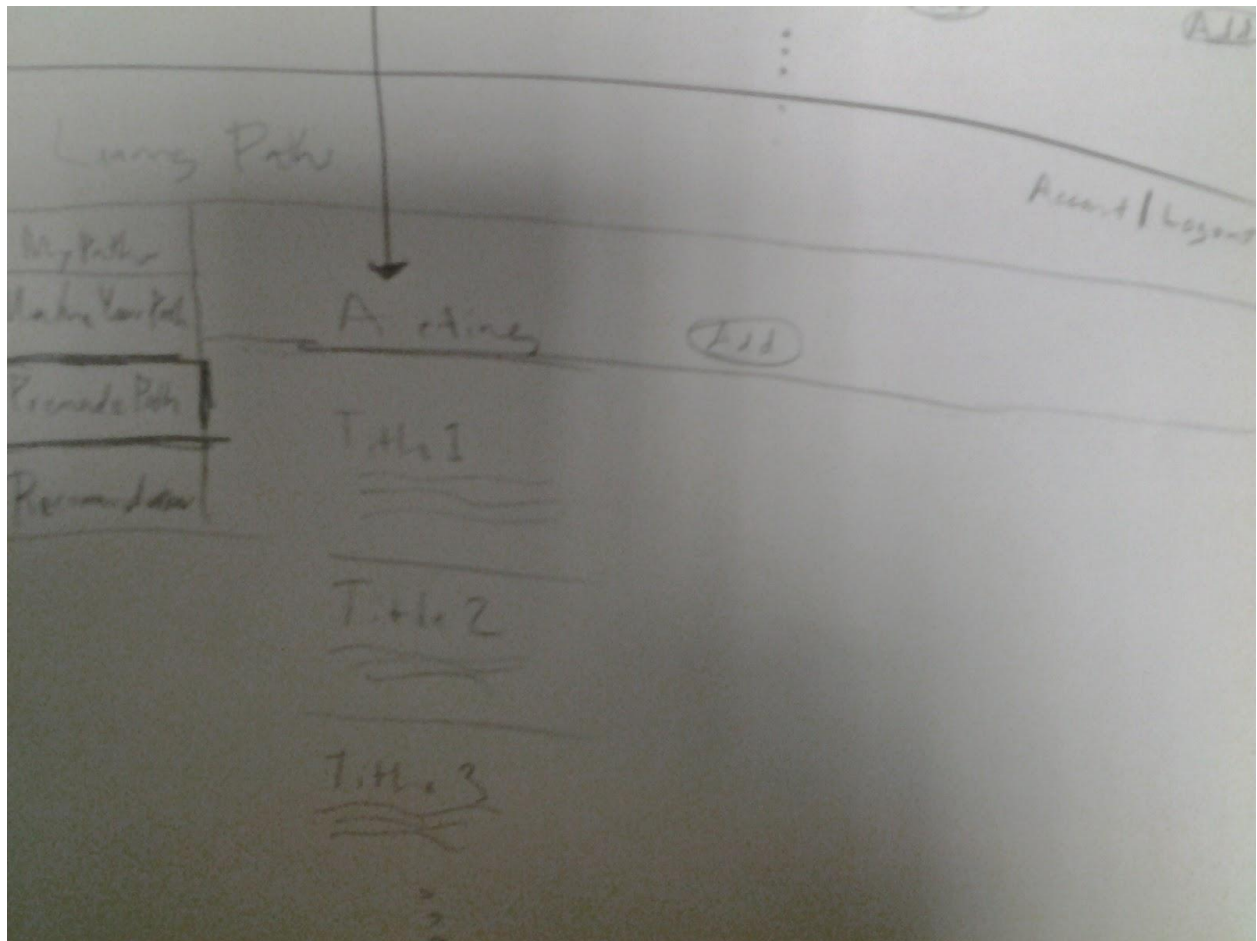
In the next tab called "Make Your Path", the user will be able to search content and use filters to make their search easier. When the user wants to add content to their paths they will use a drop-down list to choose which path they want to add the content to. After they add it the new content will show up in "My Content".



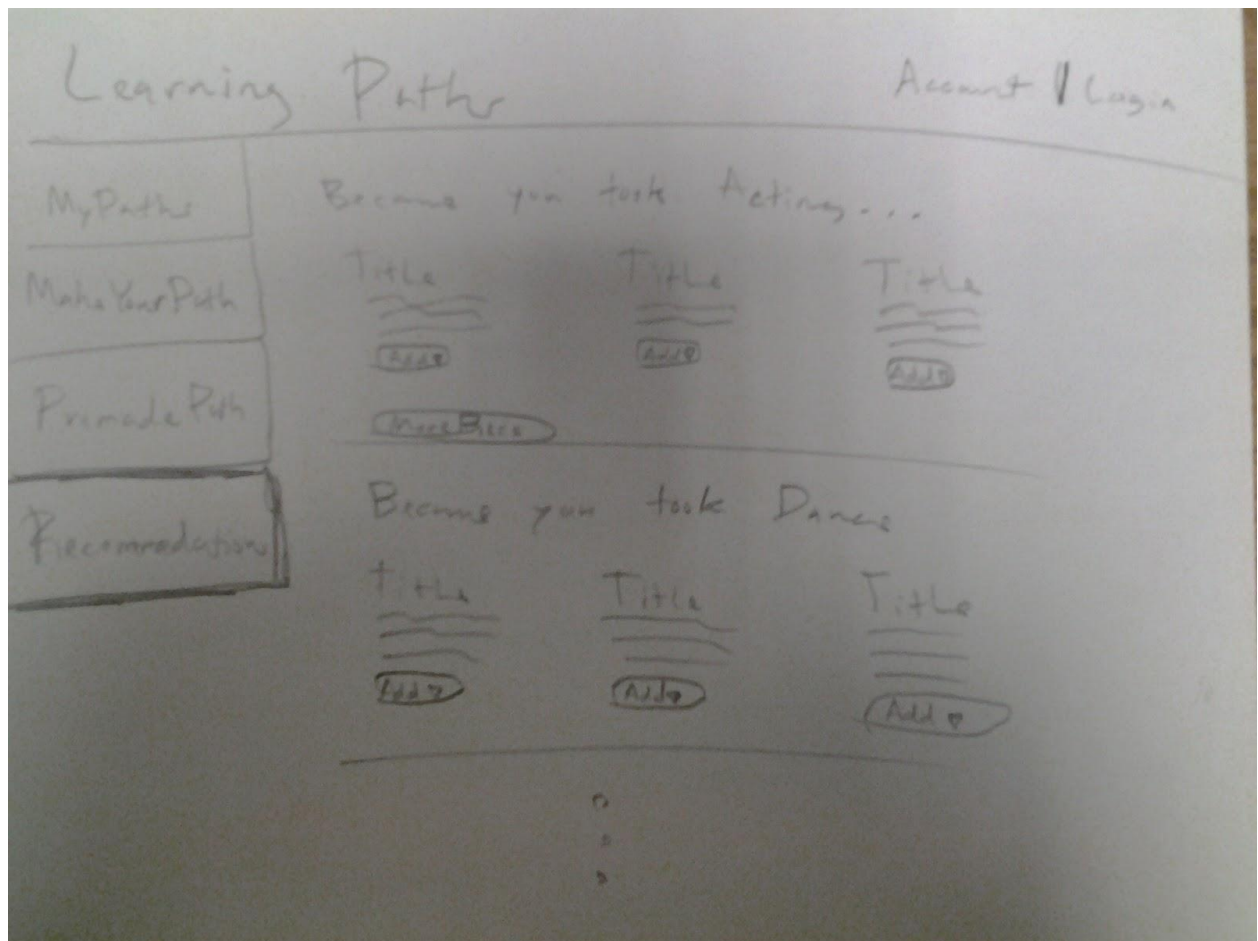
The tab called "Premade Paths" allows user to search for paths with content already added according to type. A user adds "Acting" and they will get an "Acting" path added to "My Paths". The "Acting" path will have content already added in.



If a user clicks “More”, they will be taken to a new page where all the content of the pre-made path will be displayed.



The last tab “Recommendations” looks a lot like the Netflix interface where it states why they are recommending you something and then displaying it. You would be able to add pre-made paths or just content to custom paths.



Mood Boards

Create three to five casual representations to convey photography style, color palette, typography, patterns, and the overall look and feel of the product.

