* This project is a website about me and some of my achievements
* It is for this class, but it could be a potential resource for future organizations I apply to
* I am doing it as a creative way to do a resume

1. The client is a non-profit organization or one that works with social causes
2. This project is a creative way to show my resume, hoping that telling a story would be more interesting than just reading from bullet points
3. The purpose of this project is to expand on who I am and give a better idea to the companies that are trying to hire me
4. If the organizations are interested in me working in social causes and directly with people, they should care to find out more about who I am and what inspires me
5. Since this project is showing personal achievements it is not comparable to other people.
6. The way I want to communicate is by telling a story, but just enough to have people reaching out to me to fin out more
7. I want the audience to take away that I have always been passionate about working with people and that I am capable of doing it driven by my critical way of thinking.
8. The photos show my experiences and some of the places I have been. This is important because traveling and meeting new cultures is a way of learning, not just about them but about yourself as well.
9. There is not specific thing that must be in there except for my experience
10. I am the master of my work

In the best cases, a creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work. A good creative brief will answer these questions:

\* What is this project? A website

\* Who is it for?

\* Why are we doing it?

\* What needs to be done? By whom? By when?

\* Where and how will it be used?

[The 10 most important things to include in a creative brief](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/)

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

2. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

4. Audience: Who are we talking to? What do they think of us? Why should they care?

5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

6. Tone: How should we be communicating? What adjectives describe the feeling or approach?

7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?



