**CREATIVE BRIEF** Designer: Gregory Williams

Project Title: Practical Photos

**OBJECTIVES**

* What is the primary purpose of your piece?
  + To demonstrate my ability to conceptualize and create web content for organizations
* What message do you want your piece to convey?
  + I want my audience to know that I am an aspiring web designer

**TARGET MARKET**

* Who is your message for?
  + My message is for anybody who is looking to hire a web designer to manage the content they currently have or to get their company up and running
* General Description:
  + Anyone looking to have their content managed or created
* Skill & knowledge level: none necessary
* Background: n/a
* (Values & Tastes, what they read, how they are unique)
* What action do you want them to take:
  + I want the viewers to successfully navigate through the website with minimal problems while enjoying the aesthetic
* Who is the primary target audience?
  + An employer who is looking to hire a web designer to manage the content they currently have or to get their company up and running
* Who is the secondary target audience?
  + Entrepreneurs who are looking to create a website or manage one they currently have

**SERVICE DESCRIPTION**

* What type of product/format will work best?
  + .html and .css files because they are necessary for the production of the site
* What do you want people to do as a result of seeing your piece?
  + I want people to see the website and then acknowledge me as an aspiring web designer worth being employed
* What is the best method of distribution to your audience?
  + Email
* How else can you reinforce your message?
  + Through the various choices, I will make in regards to the design process
* What are your limitations?
  + The limitations of my coding ability
* What does the target audience currently think of the product or service?
  + They think of websites as essential
* **HOW DO WE WANT TO BE PERCEIVED?**
  + As someone who should be employed becayse I am able to conceptualize and create web content
* What image do you want to project?
  + The image of an aspiring web designer
* **WHAT IS THE SINGLE, MOST PERSUASIVE IDEA WE CAN CONVEY?**
  + High affordability
* What will make your piece attractive to the audience?
  + The aesthetic and composition

**COMPETITION**

* Who or what is competing with your product or service?
  + Other web designers or website builders

**LOOK AND FEEL**

* Are there any creative guidelines?
  + Those specified by accessibility standards
* What kind of visual or written tone would you like your design to convey?
  + A joyful, yet calm and soothing, tone
* What Typeface(s) or Family(ies) will be used? Why this font?
  + TBD
* What Type of imagery needs to be created? Illustration? Photographs? Decorative/Motif Elements? What format(s) and colorspace(s) will be used?
  + Photographs and logos via RGB color spaces
* How will your files be organized?
  + In digital folders