Natalie Rey

Creative Brief

April 17, 2019

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?

* The client is Natalie Rey. The service being promoted is photography.
* SWOT
  + S: My unique eye for composing an image. My ability to follow through with concepts I’ve created in my mind.
  + W: Resources/connections to models & mua & stylists
  + O: Huge fashion industry
  + T: Not as much experience as my competitors

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

* This is a portfolio project. We are designing a website to showcase my different styles of photography. There is an opportunity to sell the service of photography to clients. There is also an opportunity for exposure.

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?

* The two goals of this portfolio are:
  + to generate exposure of Natalie Rey as a photographer in the fashion industry
  + to sell the service of photography.
* The purpose of the work is to have a digital portfolio so that I can be prepared when showcasing my work to clients.
* 3 objectives:
  + 1. Update my portfolio every 3-4 weeks
  + 2. Contact more models and mua/stylists
  + 3. Create work every work.

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

* We are talking to

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?

* Conceptual photographers that are in the fashion industry. They are telling the audience about their experience and connections that I don’t have yet.
* Differentiates:
  + I am young, innovative, creative. I see the world, my models, and a set differently from many photographers that I’ve met. I am open to ideas and I am not judgmental or close minded at all.

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

* We should be communicating in a professional, yet approachable style.
* Feelings/approach:
  + Approachable
  + Friendly
  + Professional
  + Enthusiastic
  + Hard working

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?

* Take away:
  + I am easy to contact and I will provide you with excellent quality content.

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?

* We are using images from my own work. We are mainly creating conceptual fashion photography content with models. The reason for this is to express myself and my visions through the fashion industry.

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

* Mandatory information would be:
  + ‘Contact information’ for the photographer
  + ‘About’ the photographer

5 portfolios/websites that are inspirations

1. Cvatik ([www.cvatik.com](http://www.cvatik.com))
2. 2. Kyle Thompson (
3. [www.kylethompsonphotography.com/)](http://www.kylethompsonphotography.com/))
4. Erika Larsen ([www.erikalarsenphoto.com/](http://www.erikalarsenphoto.com/))
5. Lachlan Bailey ([www.lachlanbailey.com/](http://www.lachlanbailey.com/))
6. Cole Sprouse ([www.lgamanagement.com/photographers/cole-sprouse/](http://www.lgamanagement.com/photographers/cole-sprouse/))