Creative Brief

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?

\* 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?

This project is a portfolio/resume website I make for myself. I’m creating this website to exhibit all my graphic design work and other marketing projects that I’ve done for my internships and student org. Once the website is finished, people that are interested in my work get to view all the projects and works that I’ve done. This website will be under all of my social media description and it will also be included in my resume.

1. I’m the client myself, my strength is I have experience and finished work that related to the field I want to work into. My weakness + opportunity is I still have a lot of other skills I’m looking forward to improve and those skills are essential. And my threat is there are a lot of other graphic designers that are better than me in Miami area.
2. This project is work like a resume/portfolio, it’s use is just to exhibit the work I’ve done and projects that I had. It will help me boost my resume in the future. Also, certain coding knowledges in web creation may help me in the future or may open another path for me to explore.
3. My goal is to make this website look aesthetically pleasing and attracting. While exhibit my works and myself as a person
4. My website is for my future employer or future potential clients that may request graphic design.
5. Competitors are other young graphic designers like me.
6. The tone should give the audience a feeling of neutral self-introduction, and I’m also passionate about what I’m doing at the same time.
7. The worlds are mostly developed in my resume, I’ll just use what I have on my resume and my wix website.
8. For visuals and images I’ll be using the ones that I already created.
9. No mandatory information needed.
10. I’m approving my own work.