

Your Name: Amir Akram		
COMD 2451 Web Design I Prof. Sandra Lloyd		

Creative Brief

Title and description:

A clear name that your stakeholders can easily identify, and a short summary that conveys the intention of your creative brief.

AMIR AKRAM PORTFOLIO

The site should be legible but still display the rough, textured, and bold nature of my approach to design. There will be a showcase of the posters I have made outside of school for the local music scene of Brooklyn and New York, as well as some classwork that I have created that takes a different approach to tackle the same issues. I want to show mostly poster designs, some lettering work, character designs, and lastly merchandise designs (clothing and related items).

Goals and objectives:

Define the metrics of success for your creative brief. In other words, what do you want your finished product to be able to do-- and how will you concretely measure whether it accomplishes these goals?

The success of my portfolio design will be measured upon three main aspects.

- How accurately does the design of my portfolio website display my own design ethos of rugged, diy-inspired aesthetics that are also legible and bold
- Is my website able to procure clients and projects for my design work, I plan on predominantly operating as a freelance graphic illustrator so this is important for my long term plans
- Lastly, does the website make it clear that I work well across different forms of media

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Audience:

Who are you targeting in your campaign and what are their values, interests, and needs? This section should include any relevant demographics.

The main target demographic for my website will be Gen Z (11-26) and Millenials (27-42) that work within music and music related industries. They desire to have a cohesive visual language for their small companies or individual business pursuits relating to music (they may be musicians themselves, work as managers for musicians, host/organize music festivals or concerts, or run the social media of a sonic artist). You will find them mostly in bustling urban centers such as New York, London, Los Angeles, Atlanta, etc.

Messaging and tone:

What type of tone are you trying to strike? How do you want your audience to feel when they see your creative assets?

I need my audience to understand that my creative approach and design work balances rough-and-tumble aesthetics with professionalism. They should feel like they are working with someone that can get the project done while offering unique points of view that allow for mass appeal but maintain an air of rebellious experimentation. They know they will get something eye-catching and jarring without feeling amateur-like.

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Assets and deliverables:

Assets: Pieces of content that you will include in the final product. Examples: file names of images, video, or audio you might showcase in a portfolio website.

Deliverables: what deliverables will you produce along the way in order to show progress?

Examples include (but not limited to): sketches, wireframes, mood board, style guide, prototypes, finished code, etc.

- Asset 1

- The poster I designed for my band FULANO's album release show



- Asset 2

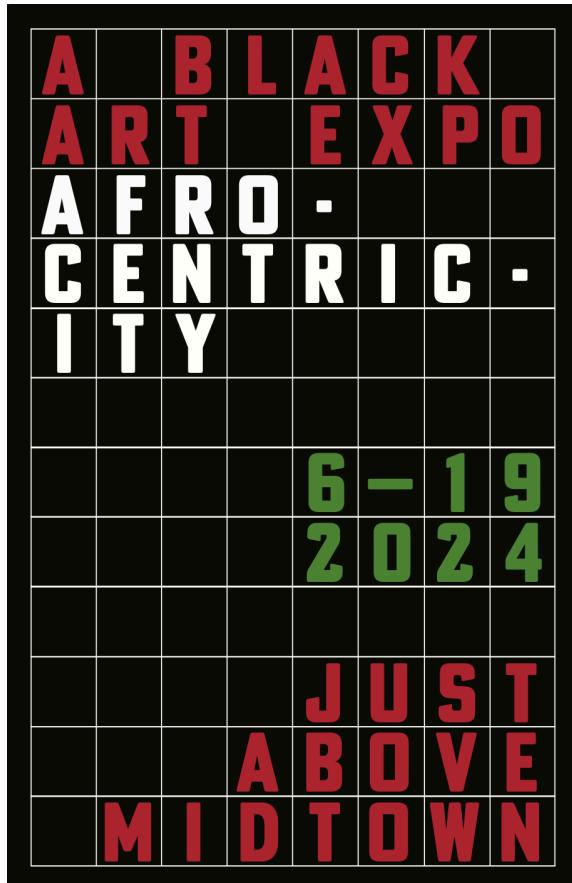
- The poster designed for FishLord's Release Show



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- Asset 3...
 - A poster made for one of my classes for a make-believe art exhibit



- *Deliverable 1:*
 - A low fidelity sketch along with examples of website whose design I am being inspired by. This will simply be a pdf with some links and analysis
- *Deliverable 2*
 - A High-Fidelity wire-frame where the general layout and flow of the portfolio site is mapped
- *Deliverable 3...*
 - A prototype of the actual website, all of the contact forms and links should be functioning and the

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Stakeholders:

The decision-makers whose approval you need on the work in order to proceed with this project. (In the working world, this could be a variety of people, such as a product owner or a representative from a client you are working with). Name each individual and their role.

- *Venue Manager - Matthew Molnar of TRANS-PECOS*
 - It is highly likely that working to design all the assets and posters for a specific performance venue could be a sustainable and well-paying job for a designer who specializes in music related work such as myself. I can see myself working at a venue that works specifically with small-scale local artists such as Trans-Pecos
- *Record Label Owner - Che Figueira of FLATSPOT RECORDS*
 - My approach to design is very much inspired by my experience as an audience member, organizer, and artist within the Hardcore Punk music scene. Working with a label that epitomizes this genre such as Flatspot would enable me to consistently make an income working with artist i respect and that would value my design work

Budget: 0\$

What is your overall budget? Are there any specific details to how the budget should be spent?

The budget is 0\$. This is a school project regardless of the fact that we are attempting to code our own professional portfolio website. The labor will all be done by myself so there is no one to pay. If the website is satisfactory, then a domain name and hosting service will need to be purchased.

Timeline:

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Breaking up a project into smaller milestones helps gauge the size of the project and amount of work. It not only makes a larger project feel less overwhelming; milestone check-ins with stakeholders assures them that you are still in alignment on goals, and working fast enough to get the project done by the deadline.

A good way to approach creating a timeline is with a “Workback schedule:” start with the final due date and work your way back. To choose your milestones, refer to the design process you and your stakeholders have agreed upon, and the deliverables you plan to produce.

- 2/21
 - Lo-fi sketches along with reference websites from other designers from a similar background as myself
- 5/1
 - Prototype of webpage with functioning display of assets, working contact page that sends responses to my email, and attractive design

Distribution process:

Specify how you will reach your audience once your assets and deliverables are ready. How will you get the word out so that potential users know your product is out there?

There will be a heavy usage of social media + thorough search engine optimization, along with physical Out of Home advertising utilizing posters being passed out at concerts and postcard size advertisements giving to various people in person (a sticker campaign would also be desirable but the legality would have to be ironed out). This balance of physical/tactile advertisement with digital campaigns should make it feel like the potential clientele is being reminded all multiple points to utilize my services

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Source: The complete guide to writing creative briefs by Julia Martins (June 1st, 2022)

<https://asana.com/resources/how-write-creative-brief-examples-template>

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