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Creative brief

List 5 portfolios/websites that are inspirations:

https://en.dpm.org.cn

https://vizcaya.org

https://www.metmuseum.org

https://www.moma.org

<https://www.amnh.org>

\* What is this project?

The project gives a detailed introduction to the Palace Museum in Beijing, including its historical background, collections and exhibitions.

\* Who is it for?

The project is aimed at potential visitors to the Palace Museum, providing them with collection information and service information. The second is for museum-lovers, who can access detailed academic information about history and artifacts online.

\* Why are we doing it?

The project could increase the number of visitors by generating more interest in the Palace Museum. It can also be used as an online education channel to teach the public about cultural relics and history.

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

The website designers and scholars from the Palace Museum need to communicate every month to keep the contents of the website constantly updated. In addition, they need to constantly check the suggestions of their visitors and make continuous improvements.

\* Where and how will it be used?

The project can be viewed anytime, anywhere on any connected mobile device. Visitors can quickly get information about the Palace Museum by simply selecting a field of interest in the navigation or by using the search function to search for relevant keywords.

[The 10 most important things to include in a creative brief]

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?  
 Client: Potential visitors to the Palace Museum and museum-lovers.

Product: The product can provide people with collection information and service information of the Palace Museum and allow people access detailed academic information about history and artifacts online.

Strengths: The contents of the product are all from official scholars of the Palace Museum, so they are authoritative.

Weaknesses: Web content is limited to academic content and not many entertaining contents.

Opportunities: The project shows the Palace Museum to the world on the Internet, which may attract visitors from all over the world.

Threats: There are many pages related to the Palace Museum that may be diverted from product pages, as visitors choose the pages based on keywords of interest.

Reference: Examples of famous museums can be referred to in web page construction, such as The Metropolitan Museum of Art and The Museum of Modern Art. In terms of content, I have referred to two studies, namely A Study on Consumers' Preferences for the Palace Museum's Cultural and Creative Products from the Perspective of Cultural Sustainability and The Palace Museum, Peking: Treasures of the Forbidden City.

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

The project gives a detailed introduction to the Palace Museum in Beijing, including its historical background, collections and exhibitions.

The product is designed to provide people with collection information and service information of the Palace Museum and allow people access detailed academic information about history and artifacts online. Because visitors can quickly get information about the Palace Museum through the product.

Because the project could increase the number of visitors by generating more interest in the Palace Museum. It can also be used as an online education channel to teach the public about cultural relics and history.

The project shows the Palace Museum to the world on the Internet, which may attract visitors from all over the world.

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 goal is to attract more tourists to visit the Palace Museum and introduce it to the world.

We hope to make visitors feel the charm of the Palace Museum through the content of the website and have an interest in the Palace Museum.

Our goal is to combine academic content with new media technology, so that the spread of traditional culture about the Palace Museum is wider and faster.

First, make sure that the number of page views is at least in a stable range, preferably a gradual increase. Second, the timely absorption of visitors to optimize the web page. Third, constantly develop new functional areas in the web to enhance the interaction with visitors.

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

Potential visitors to the Palace Museum and museum-lovers.

They will regard us as an important source of information about the Palace Museum.

Because if they keep paying attention to our products, they can know what information the Palace Museum has updated in time and can enjoy more comprehensive services.

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?

All other web products related to the Palace Museum.

They can tell the audience entertainment information about the Palace Museum. We should tell the audience more academic information.

Strengths: The contents of our product are all from official scholars of the Palace Museum, so they are authoritative. Weaknesses: Our web content is limited to academic content and not many entertaining contents. Opportunities: The project shows the Palace Museum to the world on the Internet, which may attract visitors from all over the world. Threats: Other pages may be diverted from our product pages, as visitors choose the pages based on keywords of interest.

Our products may not have the most information, but our information must be the most accurate, and our academic authority is the strongest.

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

We should present a concise and powerful message, take the audience's opinions in time, and pay attention to the interaction with the audience.

Accurate, fast, reliable, authoritative, and gracious.

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?

We want to tell the audience that the Palace Museum, where we introduce our products, can bring them many benefits, such as educational use and entertainment use. We can provide them with access to the Palace Museum and make continuous improvements for them.

We need to develop them because it takes time to promote the product.

We want the audience to get information from our products that will help them and help us promote our products.

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're picking up existing ones. The official photography department of the Palace Museum will constantly update the collection and exhibition images to the resource library for our products.

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

Ticket prices and museum access hours are limited.

The completed web page contains information about the historical background, exhibitions, collections and services of the Palace Museum.

The product design ideas refer to the website structure of several famous museums and adopts some Suggestions from the audience.

HTML and CSS.

If the product content is to be updated, it may take time to verify.

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

The cultural propaganda office of the Palace Museum.

We will present our progress by sharing product source code and web artifacts.