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Art 223C

Creative Brief Preliminary Questions:

What is this project?

A Website homepage.

Who is it for?

For myself to develop my design direction. It is also for class and needs to be turned in to Jorge Pacheco. It is specifically catered to a design agency called *Basic*, that I aspire to work at one day.

Why are we doing it?

To draw in potential employers and establish our identity as a creative and clean designer.

What needs to be done?

Design a creative and clean website homepage.

By whom?

Myself, Damaris Paz.

By when?

Friday 3/23/18: First 2 drafts are due.

Where and how will it be used?

It will be used in class, but it is specifically meant to inspire me to develop my style and direction as a designer. Additionally, it is intended to encourage research and brainstorming about what type of designer I want to be, and how I want to be perceived.

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?

The client is *Basic,* a design agency I admire and aspire to be hired at someday. They call themselves an "An eCommerce experience where brand fans can shop and play."

> Strengths: Creatively and intellectually stimulating. It would be a challenging, but positive change.
> Weakness: Extremely competitive job to get into, and it would only concentrate on web-based products, not print.
> Opportunities: Opportunities for growth in the creative market are available.
> Threats: Difficult job to get into. Continually competing for positions. You also have to stay current with the latest software at all times.

The Guardian has an interesting article talking about how to get a job at a design agency. This article is a useful source to get background on the situation: https://www.theguardian.com/careers/careers-blog/branding-design-agency-insiders-guide.

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

I'm designing a website for myself to explore what realm of design I want to specialize in when I graduate. I would like to work at a design agency. This website is meant to showcase my simplicity, creativity, and clean craftsmanship. The project serves as a source of inspiration and growth. It gives me the opportunity to discover how I want to brand myself for a design agency and allows me to analyze what an agency is looking for specifically in a designer, and how to cater to those values.

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?

My goal for this project is to brand myself as a creative designer with a fresh eye for compositional elements of design. In the future, I hope a creative director at a design agency, specifically *Basic*, is interested in my design skills. My top three objectives are to invoke a sense of creativity, simplicity, and craftsmanship through typographical design and user interface of the homepage.

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

We are talking to a design agency called *Basic*. We want to appeal to their unique design sense and pique their interest through designing an interesting website. They get a lot of applicants, so it's important they don't just see us as another applicant. We have to stand out. We want them to care about us through our use of line, color, layout, and creative typography. We also want to subtly include our illustrative handiwork to demonstrate the scope of our design abilities.

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?

The competition is other designers. They are demonstrating their critical thinking skills, presenting a broad depth of experience in design, and showcasing these works in a sleek and attractive website.

        Strengths: Clean Design, Innovation, and Creative Concepts
        Possible Weaknesses: Overthinking, Overworking, Not Keeping up to date with the latest design trends, No variability in design skills
        Opportunities: Learning from the competition. Talking to them about their knowledge.
        Threats: More experience in the field, yielding better design skills.

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

We should be communicating through strong typographic skills, creative conceptual thought, and words that work to defend and support our skills. Knowing how to describe design is essential. In this case, we have a quote to communicate the branding style of the design:

"There is no greatness where there is no simplicity, goodness and truth." - Leo Tolstoy

The adjectives used to denote the underlying ideas of the website homepage are highlighted in the quote. This is the catchphrase developed from the quote that is going to draw in employers and consumers:

"Simplicity. Goodness. Truth."

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? What is the single most important thing?

This website is saying that I am a designer looking to make artful conceptions that are user-friendly and unique. The website conjures a sense of integrity, honesty, and reliability. The words,"Simplicity. Goodness. Truth." have been developed, but are open to change as the process continues and the website becomes finalized.

Beneath that main block of ideals, "Simplicity. Goodness. Truth" I am working with a more detailed set of words. How am I going to design? I want to use bright colors: Yellow, White and Black are the main colors. Color can also change if necessary. Additionally, I would like to see a secondary illustrative part of the homepage. It should be subordinate to the typographic treatment and layout of the webpage. The layout needs to be unique, but it should reinforce that idea of simplicity. The typography should also be clean. Sans serif is preferred to support our persona.

We want the design company to be impressed by our skills. The single most important thing they must leave with is the *punctum*. Roland Barthes is a French literary theorist, philosopher, and critic who came up this term. He influenced the development of schools of theory including structuralism, semiotics, social theory, and design theory. In his writing *Camera Obscura*, he describes the *punctum* as something beyond a general interest in the subject. The *punctum* is the piercing effect that a design you love generates. It leaves such a lasting impression on the viewer that it bruises them. This is what the audience needs 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?
We are relying mostly on typography, as delineated in the following parameters, but the images we will use are illustrations. They showcase our creativity and the breadth of our design skill. The visuals should be very linear, and use leading lines to support the layout of the website.

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

Friday, March 23rd the first 2 purely digital representations of the website are due.

The website should be mainly typographic. It needs to have "Tutorials, Homework, Project 1, Project 2, Project 3" in the navigation bar. Our job is to redesign our website homepage typographically. We have to choose a quote that is particularly inspirational. A quote that inspires us to be a great designer and person. It has to be more than 6 words. Imagery can be used if needed, but it can only be used in a secondary role. TYPOGRAPHIC TREATMENT IS KEY.

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

I am reporting to my professor, Jorge Pacheco. My work gets critiqued by my peers and directly by my professor. I inform him of my progress in class every Friday, as well as through updates on my website.