**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?**
  + The project is to create a digital portfolio for myself and showcase my work.
* **Who is it for?**
  + The project is for myself, and potential employers.
* **Why are we doing it?**
  + We are doing the project in order to increase my chances of being hired at companies I apply to.
* **What needs to be done? By whom? By when?**
  + The final project needs to be completed by May 7th at 4:30pm.
  + The home page, mostly completed, needs to be completed by Monday, April 23rd at 3:35.
  + The mockup and almost completed version of the whole website is due by Wednesday, April 25th at 3:35pm.
  + All of the work will be completed by the specified dates by myself, Izzy Geller.
* **Where and how will it be used?**
  + The website will be used online, and on my resume so potential employers can take a closer look at my work.

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 myself, Izzy Geller, a student and aspiring job seeker.
   * The product/ service being provided is a website to showcase my projects and qualifications.
   * The strengths of the product is that it gives potential employers a better understanding of what types of things I know how to do.
   * The weaknesses of the product is that it shows potential employers what I may not know how to do.
   * The threat, is that publishing my information digitally could be a risky to my privacy.
   * There are documents that help me understand the situation, but most of the information is intuitive.
2. **Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?**
   * The project is to create a digital portfolio of my work
   * I am designing the project to help myself find jobs.
   * I need this project to demonstrate my qualifications for future employers
   * The opportunity that comes from creating the project is that I may find new work.
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 for this website is to make an intriguing website that will showcase my talents
   * We are trying to achieve interests and clicks to the website in order to find jobs.
   * The purpose of my work is to give me more resources to show potential employers
   * The top 3 objectives are to create an intriguing and clean website, put relevant information about myself and my qualifications on it, and to gain traffic on the website so employers can give me work.
4. **Audience: Who are we talking to? What do they think of us? Why should they care?**
   * I am taking to future employers
   * They think that I could be a candidate for the current position they are looking to fill
   * They should care, because I took the time to apply for a position, and create this website in order to make myself more appealing to employers
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?**
   * Competitors are other people in my field with websites with their projects on them
   * They are probably telling the audience the same things as me, about their qualifications and projects
   * They have the same SWOT as listed in part 1.
   * The differentiating thing between our sites, is how they look and the projects we put on them
6. **Tone: How should we be communicating? What adjectives describe the feeling or approach?**
   * We should be communicating with direct language to express exactly what I can do
   * There should be a little fluff to some of the things I have done, in order to make them sound important. The best adjectives to describe the approach are sophisticated and savvy.
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?**
   * With the piece we are trying to say, please employ me because I am qualified.
   * The words are already created, as most of the information will come from my paper resume
   * We want audiences to take away that I am a qualified candidate with a will to learn new things and a very creative side.
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?**
   * There will not be many images, if any at all. However, there is an image it will be an existing picture that can be used as a head shot for the website.
9. **Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?**
   * The timeline is listed at the top of the page.
   * Information that must be included are the projects I have done as well as standard resume information
   * ***What are deliverables***
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
    * My professor and myself are approving the work
    * I am the only one that needs to be informed of progress being made, in that I know how it looks at each stage.

**List 5 portfolios/websites that are inspirations**

* <http://www.adamhartwig.co.uk/>
* <https://www.joshuamccartney.com/>
* <http://www.albinotonnina.com/>
* <http://www.rleonardi.com/interactive-resume/>
* <http://deda.me/>
* <https://www.momkai.com/>
* <https://hounder.co/>
* <https://kuon.space/>
* <https://gbksoft.com/cases/timewilltell?utm_source=awwwards.com&utm_medium=referral&utm_campaign=case_link>
* <https://sb.digital/>

**Online Marketing and SEO Plan**

**Google Analytics**