



COMPOSING YOUR CREATIVE BRIEF

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.

It should be “brief”. 1-2 pages. Typeset. On 8.5”x11” paper.

Your brief may be modified during the development of the project. This is perfectly normal. You cannot always know everything about a project during its early phase. The brief documents your understanding of a project at a point in time. If circumstances change, the brief should be revised accordingly. It should, at all times, reflect the understanding you have with your client.

YOUR NAME & DATE

CLIENT NAME & BACKGROUND DESCRIPTION

PROBLEM

A clear, succinct description of the problem to be solved. You cannot solve a problem that is not understood. What problem do you see? What opportunity are you going after?

OBJECTIVE

What does your client expect to receive as a result of your efforts? What do you want the project to do? One sentence. Plain English.

TARGET AUDIENCE

A description of the audience you are trying to reach. Make it as specific as possible. Who are we talking to? Why should they care?

COMPETITION

Who is operating in the same space as your client? How are they presenting themselves? This will inform how you differentiate in concept and execution.

SCHEDULE

An agenda for accomplishing the work. At the very least, speak to key milestones. For this project, look at the syllabus and write down key dates.

DELIVERABLES

A list of items to be delivered. Be as specific as possible. For this project, you will be completing at the very least; Visual Competitive Analysis, Moodboard, Wireframes, Color Schemes, Style Guide, and Landing Page Mockups (for desktop, tablet & mobile sizes).

BUDGET

For this project, you are welcome to choose a budget or pretend that it is infinite and let the creative juices flow!