## Short form creative brief

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## The Magical Short-Form Creative Brief



Something this simple shouldn't have such wide-spread, long-term effects on the quality of a team's work. Yet surprisingly, it does.

We first saw it with one of our clients. It was this weird ritual at the start of every meeting that discussed one of their designs.

One of the team members, always a different person, would read the exact same document out loud, word for word. The document, about three-quarters of a printed page, contained a tiny creative brief about the design they were working on. Reading it out loud was how they started every design meeting, whether it was a brainstorming meeting or a design review.

Typically, this little pledge-of-allegiance-like ritual took about two minutes to complete. Not much really. However, it completely changed the tenor of the meeting.

## Making Sure Everyone Is Working on the Same Project

Like many teams, this team had several projects happening simultaneously. They created a different creative brief for each one. By reading a project's specific brief at the beginning of the meeting, they made it clear to everyone in the room what they were about to discuss.

What happened after the reading was really interesting, too. The project's leader would turn to the group and ask the same question, "Everyone agree that this is what we're working an today?" Most of the time, everyone nodded in agreement. Occasionally, someone would ask what was meant by one of the phrases in the brief and there'll be a quick discussion clarifying some important detail.

In a couple of meetings, a discussion broke out about whether the details in the

## Questions?