**Final Project 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?

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

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?

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

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?

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

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?

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?

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

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

1. The website I’ll be creating is a portfolio and home-page website for myself, and my career as a music producer and a music student at UM. If I decide to connect this website to my domain. There are many risks involved. If the website is poorly designed or looks amateurish, prospective employers may be turned off by my image and may not receive a good first impression. However, if done right, employers will be able to look at my artist portfolio from one location, and will also be exposed to my HTML and web design work which may be an attractive skill to some.
2. The project will be a multi-page website consisting of a homepage for my personal artist brand, “NUCLEUS”, my production work such as the songs I’ve released and other musical work that I’ve done, and my upcoming projects and endeavors that I’m currently undertaking. In the digital age, it has become necessary for everyone to possess some sort of internet presence––whether it be through a social media platform or YouTube, portfolios are largely internet-based nowadays. For the convenience of people who are interested in learning about me, creating an all-in-one website for myself will hopefully deliver a more complete first-impression and entice people to learn more about my work.
3. There are 2 main objectives that I am trying to achieve: First, this website should be a complete, yet concise overview of my musical career thus far, containing my past, present, and future projects. Second, the website should be designed in a stylish way that is visually appealing and should attempt to show my experience with web design.