Camila Rocha

April 30, 2020

CIM 111

Professor Jose Guzman

**CREATIVE BRIEF**

**Background Summary**: Camila Rocha is about to graduate from the University of Miami and needs to find a job in the creative industry. In order to do this, she needs a portfolio website that displays her most recent creative projects. The finished portfolio website will then be sent to recruiters during the job application process.

**Purpose**: Portfolio Website

**Client:** Camila Rocha (please report back to her for feedback or questions)

**Audience:** Human Resource Employees, Recruiters, and Agency Recruiters

**Client SWOT:**

Strengths:

* Copywriting
* Four years of university education
* Creative
* Ambitious
* Dedicated

Weaknesses:

* Little to no creative professional work experience
* Projects are not fully developed across different media channels
* Don’t have enough coding experience to make website competitive

Opportunities:

* COVID19 has allowed for more time to be dedicated to finishing work
* Well connected with industry professionals
* Vibrant designs and attention grabbing copy

Threats:

* Extremely competitive market
* Candidates that are more talented and have more work experience
* High unemployment rate due to COVID19 pandemic

**Competitors:** Recent graduates and job applicants (strengths and weaknesses may seem contradictory but that is because there are applicants that are either more or less skilled in certain areas)

**Competitors’ SWOT:**

Strengths:

* More educated
* Have more professional work experience
* Strong SEO and coding skills

Weaknesses:

* Little to no creative work experience
* Have less education

Opportunities:

* Connections through previous internships
* Live in cities that have more job opportunities

Threats:

* Extremely competitive market
* High unemployment rate due to COVID19 pandemic

**Tone:** Clean, minimalist but vibrant, modern, and fun

**Message:** “I’m fun, creative, and quirky. It will never be a dull day at the office if you have me around.”

**Visuals:** The key visuals have already been created by the client, Camila, and will be used to guide the design of the webpage.

**Deliverables**: a website that showcases three different sections of brand work. Each section should be dedicated to one of the three projects provided by the client. The three projects are for Spam, Vans, and DJ Peggy Gou. There will be a fourth section that includes a resume. An extra section can be added if consulted with Camila first.

**Details**

Each project section should highlight a minimum of three images for that specific project.

Logo of client should be used in header.

Resume should be embedded in the fourth section. The fourth section can be on its own site, with a link for it in the header.

**Budget:** $0.00