

Creative Brief

Title: The Sketch Incubator

Project Overview: A website to teach you to draw step by step, and be able to share with a community.

Target User Insight Information: People that want to master how to approach drawing unfamiliar subjects. Or those that want to educate.

Mission: To educate, motivate, and inspire.

Competition: Artstation, Deviantart, Conceptart

Success Criteria: Build a community of educators and learners. Similar to how stackoverflow can be used to build a reputation.

Creative Strategies: The appeal of having another portfolio piece for people that are talented. The appeal of mastering different subjects for that that need help.

Functionality and Technical Specs: Drawing application that can record and replay sketches. User database with social media functionality: like, favorite, follow.

Budget: \$100,000,000 and a Polar Bear.

Trello Link: <https://trello.com/b/HJSkbzKf>

Github Link: <https://github.com/rtaveras824/Sketch-Incubator>