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Creative Brief

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In the best cases, 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. A good creative brief will answer these questions:

\* What is this project?

\* Who is it for?

\* Why are we doing it?

\* What needs to be done? By whom? By when?

\* Where and how will it be used?

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?

Come up with a marketing plan for your website. Explain your business rationale and how you are going to reach your target audience? Based on your objectives, come up with a marketing recommendation for your site. Choose either twitter, google adwords, or Facebook. List what keywords are you going to buy? What is the duration of your campaign and total cost?

**Everything you need to know for Studying Abroad in Australia**

* My audience will be college students
* I am doing this because prior to studying abroad I felt like I had no one to look to, to answer all of my questions. I am really passionate about this topic.
* It will include packing lists, restaurant recommendations, going out life, and travel destinations

1. Background Summary: the client is the average college female that is looking to study abroad in Australia. It provides students with all of the hacks on how to prepare and how to make the most of studying abroad in Australia. There are many travel guides on the web that tell you places to go and things to do in Australia, but mine is unique because it caters to college students. It is also cover FAQ that most students have when it comes to studying abroad. I believe a threat would be that it only has a small target market.
2. Overview: We need this project because it is really frustrating and scary to go live across the world and have so many unanswered questions.
3. Drivers: The goal of this project is to create a place where all of these frequently unanswered questions can be answered. I am trying to achieve a website of efficiency.
4. Audience: I am talking to college students who really look up to people who have already gone through this experience. It creates a sense of ease and comfort to feel as if you’re not alone and that you will figure everything out.
5. Competitors: Australia is really big, but it is really catered to tourists. There are only so many things to do and there are a lot of different travel sights that cover these activities. The competitors have a lot more information that cater to a much larger market, but I think the market I am segmenting in a growing market.
6. Tone: communicating as a site that will make your life easier.
7. Message: words are developed on the site.
8. Visuals: I used existing images that I took during my adventure abroad.