

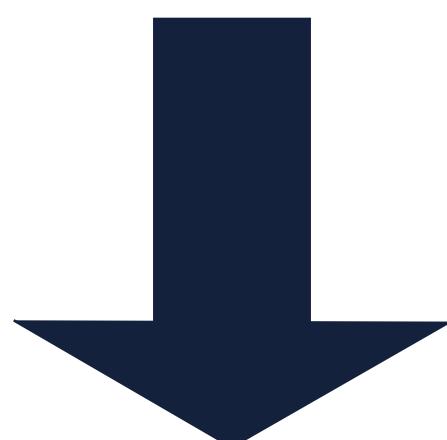
# CREATIVE BRIEF

**Client:** Shaun Turner  
**Project:** Website Design  
**Designer:** Shaun Turner  
**Start Date:** Feb. 17, 2021  
**Deadline:** Mar. 17, 2021



**Objective:** Responsive Site Design  
**Deliverable:** Self-promotion  
**Benefit:** Customer engagement  
**Competition:** Student design interns, Other design/media professionals  
**Key Message:** Your Media is your Message  
**Strategic Focus:** Mid-tier Non-Profits and Small Colleges/Universities

**Current Perception:** Currently known as a Graduate Teacher, Wellness Advocate, and Leadership and Development Consultant.



**Desired Perception:** Comprehensive service combining Executive experience and training, Graduate education, and Technical expertise.

## Tone and Manner

**Academic**

**Executive**

**Professional**

**Comprehensive**

**Technical**

## Project Mandates:

- Creative Brief - Feb. 24
- Low/High Fidelity Wireframes - Mar. 10
- Responsive Wireframe - Mar. 17
- Completed Design Mock-up - Mar. 17

**Unique Selling Point:** Complete Digital Media Solutions for Schools and Non-profits in the form of consultation and contracting. Executive trained technical designer with international NGO liaison experience, Doctoral training, and experience in educational and non-profit settings.

## Emotional Benefit

**Understanding**

**Confidence**

**Value**

**Complete Support**

# BUSINESS GOALS

**Business Goals:** Begin with general video, graphics, and web design contracting. Transition to Education/Non-profit consultation and teaching.



## Users Need:

- Services from context-specific qualified digital specialist
- A history of past work in academics, education, and executive level leadership.
- Comprehensive solutions for integrating video, web design, content management, general design, digital imagery & graphics to meet the needs of today's digital economy.

# TARGET MARKET RESEARCH

## Principal Small College/University:

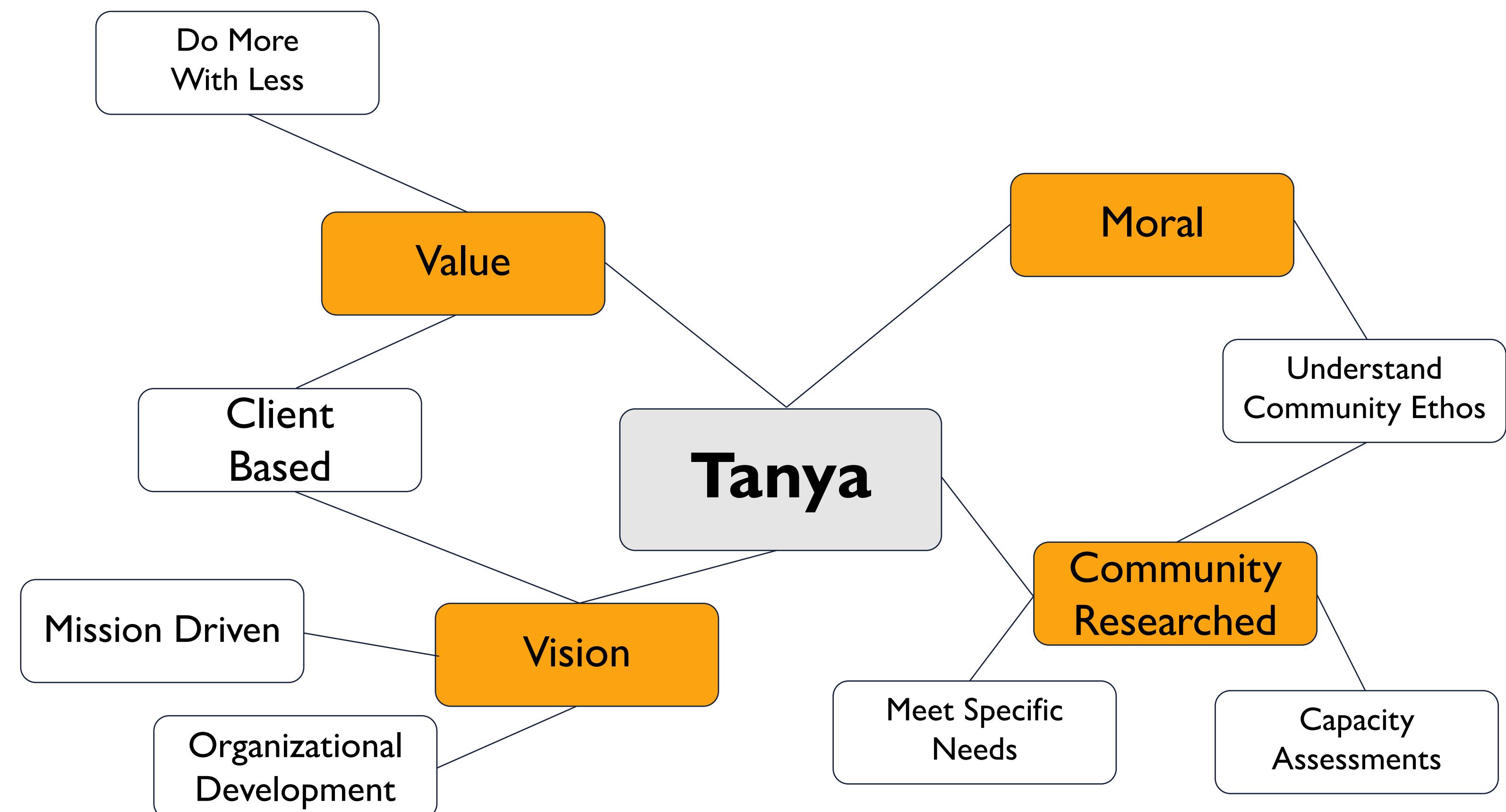
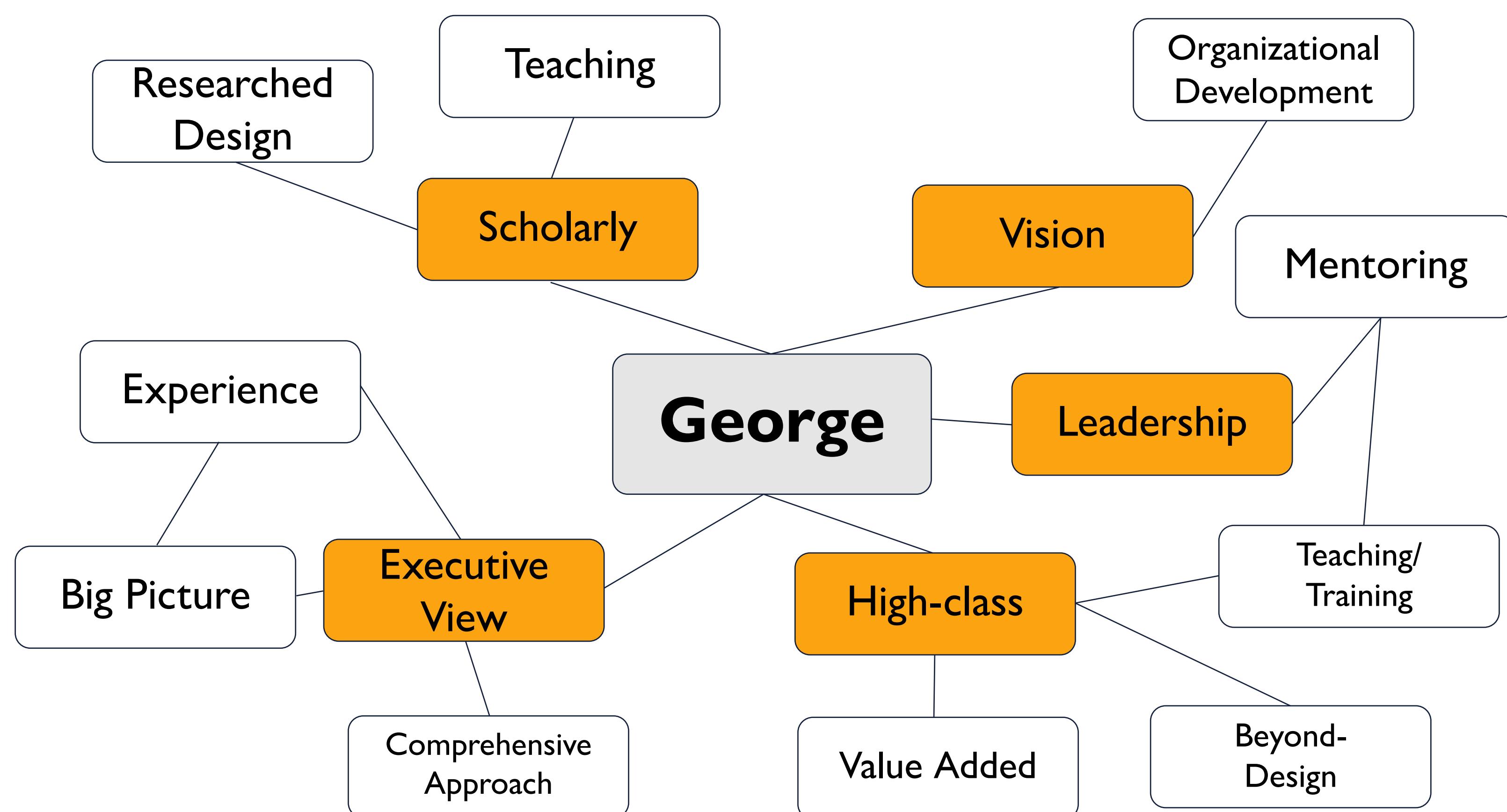
- 80-130K ([glassdoor.ca](#) – Maclean's)
- Full-Time
- Male – Doctorate, or high-level technical/executive training/experience
- Interests/Social Profile: Scholarly reader, leadership focused, studious, higher class, executive-air about them, confident
- Downtown office at school

## Executive Director, Non-Profit:

66-90 K ([payscale.com](#))

- Full-Time
- Female – Master's Degree, and/or executive experience ([Google Jobs](#))
- Interests/Social Profile: Social action, philanthropy, focused on clients, values-based, morality/ethics, community research, vision
- Inner-city office

# MIND-MAP



# MIND-MAP

## TRAJAN PRO 3 - H1 - HEADING - 20 PT

### Gill Sans Nova - H2 - Heading 2 - 16 Pt

Gill Sans Nova - H3 - "Quote" - 14 Pt

Gill Sans Nova - P - Paragraph - 12 Pt

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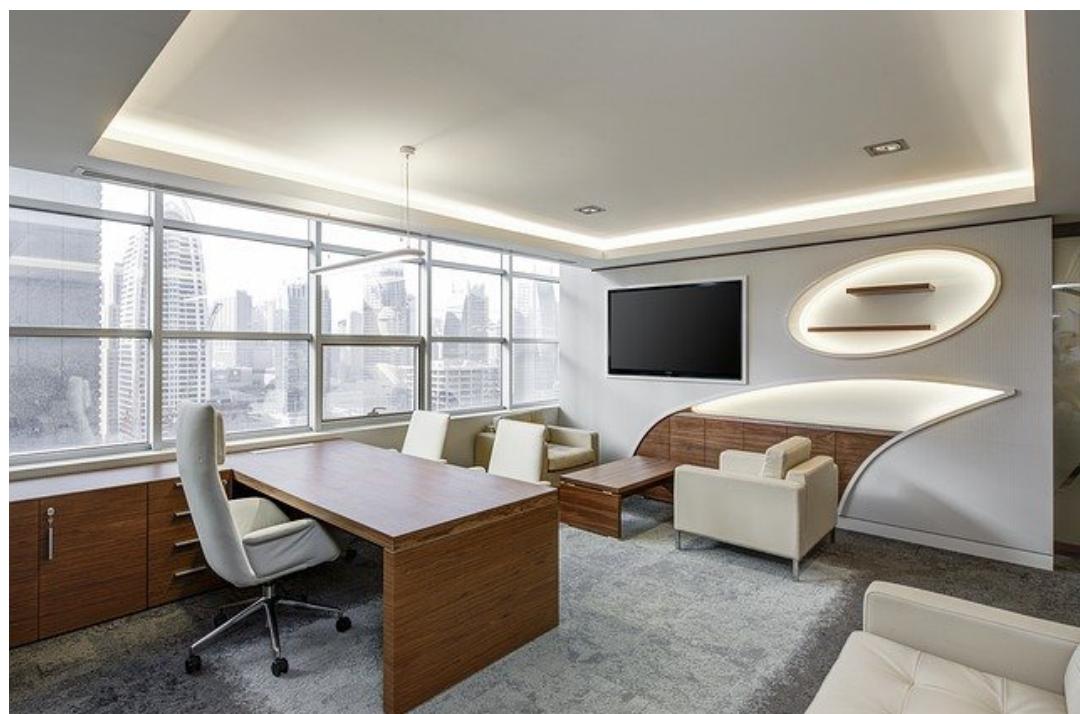
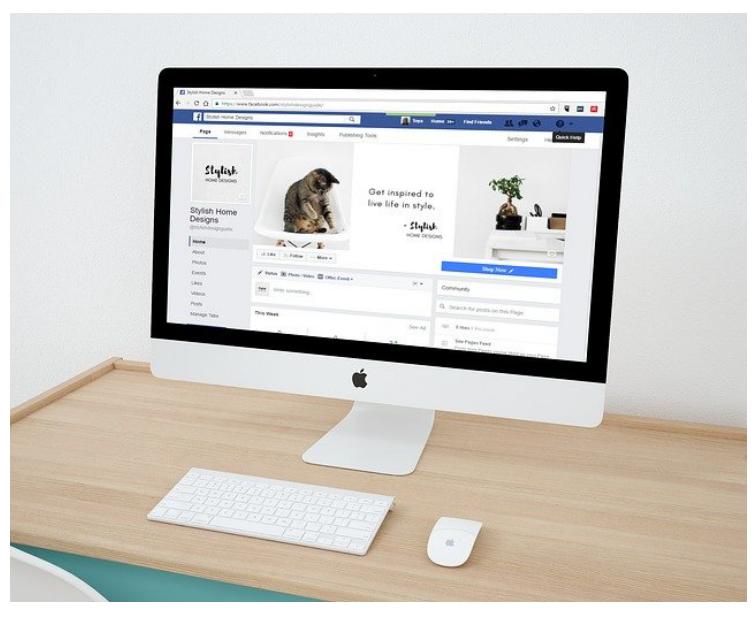
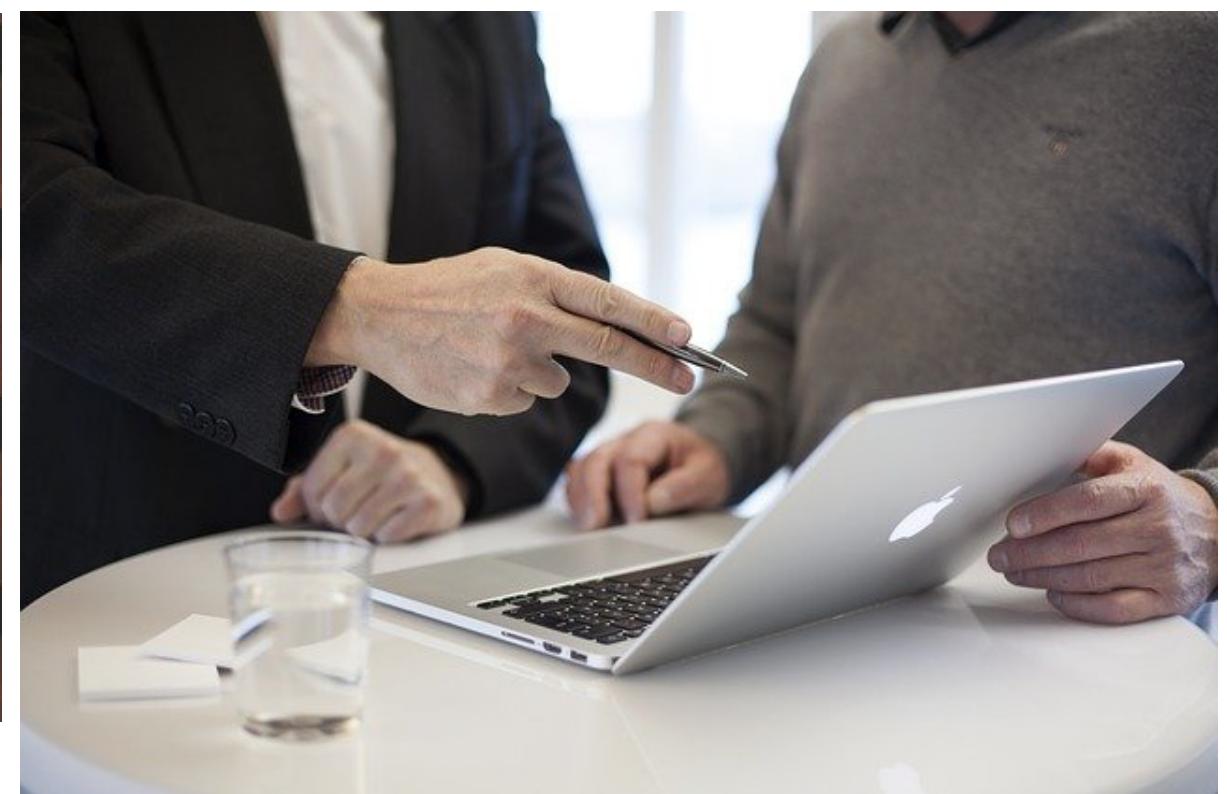
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Platinum  
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RGB - 229 229 229

White  
#FFFFFF  
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## Project Mandates:

- Must look and feel professional
- Include examples, photo blog
- Value-added technical leadership blog

**5-Year Plan:** Transition from contracting to consulting and teaching in digital media. Move from broad-scope commercial clientele to strictly Non-profit and Education markets.

**Immediate Objective:** Branded responsive website designed to align with desired perception and value-added content.