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Creative Brief for Portfolio Website

\* 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?

Quick Look: The project is a portfolio website to host my work and so producers can learn about me. The project is so others can easily find me online and gain access to my previous movies and other work. The website needs to be designed, coded, and published all by me by December 4, 2018. It will be used online to learn about me and to discover what I have worked on before.

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?

1. Background Summary: I am the client and producers who I am convincing to hire and fund me. The product is a website, but the services provided on the website are my filmmaking skills. The strengths of the website are that someone can see my works at a glance, find links to my previous work, learn how to get in contact with me, and learn about me as an artist and as a person. Weaknesses of the product are the inability to communicate in person with a potential producer and the constant need to maintain the website. The website opens many opportunities to show my work and have a place that others can easily see what I have done. Instead of having to scramble videos from the past or create a last-minute reel, I can easily direct people to my website were that is easily available. Threats are cyber-attacks that can hack into my website and change what I have created to something that will portray me as a different kind of person. There are other websites that indie filmmakers have made for their work but are more along the lines of commercial work. There are fans sites for well known directors. The best sites that appear to fit in more align with how I want to present is from Neil Gaiman’s website. I have also found James Franco’s to be of inspiration as well.

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

1. Overview: The project is a portfolio website. The website is being design after Neil Gaiman’s websites (regular and kid) as well as James Franco’s website and it is being designed because I need a central hub to show my work and communicate with the world. The project is need so people can find me online and see my work whenever they desire. The opportunity is that someone will come across my site and contact me from seeing the work I have posted.

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?

1. Drivers: The goal is to have an established website that people will recognize with me and my brand. The website should be a nucleus of me as an artist where people would enjoy going to, to see my work and learn what I am doing. The purpose is to give me as many tools as possible to convince producers to hire me for work. Three major objectives: a website that has my content, that the website matches my brand, and that the website is user friendly.

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

1. Audience: We are talking to potential producers, eventually somewhere fans would want to visit. They think we are professional but have a sense of humor. They should care because the content of the website is to get to know me and see that I can make content that is not only enjoyable, but worth watching.

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?

1. Competitors: The competition is other indie filmmakers. They are telling their audience that they can make beautiful commercial content and I want to tell that I can make the same level of content, but not in the typical way. S – they have more experience and content, W – the content they have is commercial or docs and the content is edited in flashy ways, O – people are seeking high quality filmmaking work, T – big time directors are more than just flashy editing and the content my competitors have usually lacks story. They can make nice videos, but I can make great movies.

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

1. Tone: Professional, but relaxed. Tropical, comfortable, approachable, reliable, professional, high-quality, deep story-telling, entertaining, lively, where you want to be.

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?

1. Message: We are saying that I am a new director in the world but has directed projects from many different genres and in different styles. I am a diverse filmmaker always looking for a project that will help me heighten my craft. The audience should take away that they can rely on me to make a movie in any format that is excellent and will leave a mark in people’s memories.

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?

1. Visuals: The website will host my previous work and have excerpt about my next project. This is a portfolio website, so it is all original content.

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

1. Details: The website should be simple, but tropical. The website should match what people think of me. What I want people to think of me. The limit is I am a new website coder, so the site will be difficult to make, but with help it should still be something I am proud of to show. This needs to be ready to launch by December 4, 2018. The schedule is Wireframing by the end of the week, skeleton work done by Wednesday, November 21, 2018, CSS by Tuesday, November 27, 2018, and JavaScript by Thursday, November 29, 2018. No budget; it is a passion project.

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. People: I am essentially reporting to myself, because in the end I have to be happy with the final product. Higher up: Professor Zevensuy Rodriguez.