

Midterm Part 1 - Creative Brief

Most of you are in this course to learn how to develop websites. To that end, I want you to start thinking about your Midterm project here in week 3. Why? Because, while we may be using HTML and CSS to build the site, one of the most important aspects of creating a website is *planning*.

To help you learn about the planning phase, we'll be going step-by-step to help you build your Midterm project over the next few weeks. Some of this will involve the computer, but some of it will involve good, old-fashioned, pencil and paper, and a little thinking.

The first step is a Creative Brief. In essence, this is a written document that's a summary of the website. In a business context this would be more involved than what we'll do here, including details about competitors in the marketplace, schedules, budgets, ROI, and more. For our Creative Brief, we'll focus on just a few, key aspects.

Choose a topic that interests you and that you may already know something about. This could be a business, organization, or hobby. For those wanting to create a portfolio website, I'd suggest holding off and saving that for the final project in this course, as you'll know much more by then. (The final project has to be an entirely different site than this Midterm project.)

With your chosen subject in mind, fill out the boxes below, **then save this PDF as *creative-brief_yourusername.pdf*. Upload it through the Creative Brief assignment on Blackboard!**

Background Summary:

What is the subject of your site? What are the top level things you want to share with the site visitor? What will visitors gain by coming to your site?

Target Audience:

Who are you talking to? Is there an age-range or other defining characteristics that can help you define your audience? Why would they visit your site?

Tone:

How should you be communicating, both with words and visuals? (The language and visuals you might use in a site for preschool children is very different than that on a site for Medicare recipients.) What adjectives describe the feeling or approach? List at least 4 adjectives.

Competition:

Who is the “competition”? List 3 websites you find that have a similar subject to what you’ve chosen. What are they telling the audience that you should be telling them? What are they missing that you can include, or do differently?