**CREATIVE BRIEF**

**1. Background Summary:** Who is the client? What is the final product? What are some of the strengths, weaknesses, or opportunities involved with this product? Is there existing information or research that can be done to 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? Where and how will it be used?

**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. Target Audience/Demographic:** Who are we talking to? What do they think of us? Why should they care about us? Who are we trying to attract? What attributes of the target audience do we want to focus on?

**5. Competitors:** Who is the competition? What makes us better or differentiates us?

**6. Tone & Vibe:** How should we be communicating? What adjectives (list at least 4) describe the feeling or approach?

**7. Message:** What are we saying with this component of the project? What do we want audiences to take away?

**8. Visuals:** Are we developing new images? If we are creating them, what will the imagery look like? Illustration, typography, or photography-based? Why?

**9. Details:** Is there any mandatory information that must be included? What are the final needed deliverables? Are there any preconceived ideas? What are the format parameters (Size, aspect ratio)? Limitations and restrictions? Timeline, schedule, budget?

**10.** Who is involved in the project? Who will approve the work? Who needs to be informed of progress and what is the best way to contact them?

# Source: *Terry Lee Stone, Managing the Design Process,* September 1, 2010. Rockport Publishers.