

WHAT'S A CREATIVE BRIEF?

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?

*** Project Overview and Background.**

Serves as an executive summary of the project. What is the project? What are we designing and why? Why do we need this project? What's the opportunity? 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?

*** Category Review;**

The specific industry in which this product or service is involved. What is the specific industry related to the subject? Who is the competition? What are they telling the audience that we should be telling them? What differentiates us from them?

*** Target Audience;**

Complete description of all target audiences. Who are we talking to? What differentiates the audience from competitors? What makes them special? What do they think of us? Why should they care?

*** Company Profile;**

This section describes the company and its activities as completely as possible. What are all the elements that make up the organization? What are the key elements important to the project being described in the design brief? Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats involved with this product or service?

Business Objectives and Design Strategy;

This is the contract for the scope of the project. It's outlines the co-owners/partners involved in the process. It also outlines the agreed upon strategy for the project. Lays the foundation for which all decisions are based on by the key players in the process. Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means? Are there any conditions that must be met?

*** Project Scope;**

This section provides a road map for each of the design phases of the project. Gives each of the partners a clearer idea of shared responsibilities. What are the phases of the design process? How long will each take? Budget for each phase? Who's responsible for providing detailed research? Are there any current examples of work done in the past? Who is accountable for each phase?

Research Data;

Are there existing research, reports and other documents that help you understand the situation?

Appendix;

Relates to research or other materials that might be important to the process, but doesn't fit precisely into other section of the creative brief. This may include related press, photographs, or other visual data created before the process begins.