Homework Project: Creative brief*

Purpose/Objective:

- To develop business research skills in preparation for creative assignments
- To determine what information you need from a client while developing targeted questions and listening skills to gather this information
- To write an effective creative brief that demonstrates understanding of both business and creative objectives related to a specific project
- To use business information as a foundation for developing strategic creative solutions to business challenges

Assignment: Conduct preliminary research on your web site and put together a creative brief. Your creative brief should include the following:

- Project Title
- Project Summary
  - Brief Description
  - Pertinent background info
- Primary Objective <----------------------------- VERY IMPORTANT!!!
  - Objective/purpose of the site
  - Why are we proposing a redesign?
- Target Audience
  - Age
  - Gender
  - Income
  - Education
  - Occupation
  - Computer experience
  - Spending Habits
  - Special Interests
  - Geographic Location
- Competition/competitors
  - Include screenshots and urls to competitor’s websites
  - Briefly describe the pros + cons of their sites
- Assets needed
  - What do you need from the client – mission statement, photographs, articles, etc.
- Existing look and feel
  - What does their current website look like? Do they have any print material? A logo?
- What else is important?

Format: 8.5”x11” .doc (Microsoft word document). Post a link to the word document on your class web page before class begins.

Reading:
- Read Norman Chapter 1