

The Creative Brief.

**A well thought-out creative brief defines
a agreed-upon set of expectations**

A creative brief is a collaborative effort between client and designer before any work begins.

It is created through initial meetings, interviews, research and discussions.

The Value of the Creative Brief

for Designer

- > Provides background and foundation for design
- > Uncovers hidden truths and apparent insights
- > Reveals personality and values of client as an organization and as individuals
- > Aids in buy in because client has had their say
- > Becomes the justification for all designs presented
- > Concisely informs all members of the team
- > Provides criteria for evaluation
- > Helps aid against off-target creative and scope creep

for Client

- > Clarifies goals and objectives
- > Articulates facts & assumptions
- > Opportunity for all stakeholders to provide input.
- > Builds consensus
- > Provides criteria for evaluation
- > Holds the designer accountable
- > Indicates metrics for success

Sometimes the creative brief will be provided to you by your client.

However, most times, you will be responsible for generating the first draft of the creative brief.

One size does not fit all.

Each project will have its own unique requirements of a creative brief.

*The following are some suggested areas on which to focus, the ones with *asteriks are required:*

- > Background Summary*
- > Project Overview*
- > Target Audience*
- > Competition Website*
- > Tone
- > Content*
- > Details
- > Timeline & Deadlines
- > People

*Background Summary**

Who is the client? What is the product or service? What is your client's identity and perceived personality? You can also use parts of their company mission, philosophy or history to help convey who they are in summary.

*Project Overview**

What is the project? Why do we need it?
What are we trying to achieve? What are
some of our top objectives? Are there
any problem areas in the current state of
their creative materials?

*Target Audience**

Who are we talking to via this site? Who is the most likely viewer to visit your site?

Narrow them down by **demographics**
(*age, gender, location, education level, income level, marital status, etc*).

What are their **psychographics**
(*personality, attitudes, values, interests/hobbies, lifestyles and behaviors*).

*Competition Website**

Who is the competition? What are they telling the audience that we should be telling them? What differentiates us from them?

For the purposes of this assignment, focus this part on the competitor's website and what differentiates ours from theirs. Note the pros and cons of the competitors website.

*Tone**

How should we be communicating? Are there existing creative materials that need to be considered in the design of this project? Is there an existing style guide? What adjectives describe the feeling or approach?

*Content**

Has the written and graphic content already be developed or do we need to create them? If we are creating them, is there room in the project for contracting writers, illustrators, photographers?

For the purposes of this assignment, **account for and list all content you will need**, even if some of it is already provided on the site.

Details

Any mandatory information that
must be included? List of deliverables?
Preconceived ideas? Format parameters?
Limitations and restrictions?

Timeline and Deadlines

Are there any mandatory milestones or deadlines that need to be met in order to consider this project as success?

People

Who are the key contacts that need to be involved in the project? Who needs to be informed of our progress and by what means?

Creative Brief

Example





DESIGN BRIEF



BACKGROUND SUMMARY

In this 21st century, we have entered an age which each of the world's diverse cultures must be accorded equal importance. Always remaining true to this new worldview, the *Mori Art Museum* takes the lead in introducing the newest art from Asia and other regions of the world. Key emphasis is placed on the concepts of being "contemporary" and "international." Providing a platform for both art programs and the development of an accompanying intellectual context befitting this global age, the museum presents the world with new possibilities in the field of art. Providing programs to stimulate the public's intellectual curiosity, the *Mori Art Museum* promotes its vision of "Art and Life in the 21st Century."

Founded by real estate developer Minoru Mori, the Mori Art Museum opened in October 2003 and is located on the 53rd floor of the Roppongi Hills Mori Tower in Tokyo, Japan. The interior of the museum was designed by Gluckman Mayner Architects, and is the centerpiece of the Mori Arts Center. This contemporary museum holds temporary exhibitions of works by contemporary artists, including Ai Weiwei, Tokuji Yoshioka and Bill Viola.

PROJECT OVERVIEW

The primary objective of this project is to redesign the *Mori Art Museum's* website in a way that reflects their vision to "pioneer a new kind of art museum that is intellectually stimulating as well as a friendly and readily accessible to the public."

TARGET AUDIENCE

The primary target audience includes artists, foreign visitors, as well as the general public. These are diverse middle-class individuals with extra disposable income, primarily ages 27-65, and who share a common appreciation for contemporary works of art.

COMPETITION WEBSITE

Currently, the *Mori Art Museum* is one of the only venues in Tokyo with a percentage of foreign visitors comparable to the *Tokyo National Museum*, however, it attracts fewer visitors in total.

PROS: The *Tokyo National Museum's* web site is organized into clear sections and is overall user-friendly. Their past exhibitions are featured on their own web page, which includes photos and general information in an organized and clean manner.

CONS: Unlike the Mori Art Museum, the Tokyo National Museum does not appear to be as connected with current social media sites that are popular among younger audiences. The website is not visually appealing despite being organized.

CONTENT

- + High Quality Logo
- + List of Current and Past Exhibitions
- + Photos of all Artist and Works
- + History of Museum.
- + Address and Contact Info
- + PDF Map of Venue
- + Mission
- + Membership Forms
- + Price List of Events and Exhibitions