

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?

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

*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





BACKGROUND SUMMARY

"A long time ago Alden decided that it is important to create handsome shoes of great comfort and quality. Since 1884, the Alden Shoe Company has designed and manufactured classic gentlemen's footwear that represents America's tradition of old-school, custom shoe-making at its finest. Still, given a modern world that too often prizes the promotion rather than the product, you might well imagine these old-fashion talents for craft and honest value to be irretrievably lost. Alden's footwear stands as clear, adamant proof to the contrary."

Founded in 1884 by Charles H. Alden in Middleborough, Massachusetts, The Alden Shoe Company specializes in handcrafted mens leather boots and dress shoes, such as Oxfords, Blüchers, loafers, and Chukka boots. Once among hundreds of shoemakers in New England in the 19th century, Alden now stands as the sole heritage, family-owned shoemaker brand in the region.

PROJECT OVERVIEW

The primary objective of this project is to redesign the Alden Shoe Store website to attract a young and modern audience while appropriately reflecting the company's old-school tradition and long standing history in the custom shoemaking industry.

TARGET AUDIENCE

The primary target audience includes men, age 30+, upper middle class with a renewed interest in traditional & durable men's shoes and boots.

COMPETITION WEBSITE

Allen Edmunds Shoes, founded in 1922 by Elbert W. Allen, Sr., is a manufacturer of handmade, upscale men's shoes.

Pros: Their website is easy to navigate and visually appealing.

Cons: You don't get as much of a sense of the company's history on Website.

CONTENT

- + High Quality Logo
- + History of Company
- + Inventory List
- + Product Details: materials, colors sizes, prices, star ratings & reviews
- + Location & Contact Information
- + Product Photos: Different views/close-ups and colors
- + Payment Information
- + Shipping & Return Information
- + Size Chart Information
- + List of Social Media Sites