

## **Creative Briefs**

### **What is it?**

- Explains how you (the web design firm) will solve the problem presented by the client.
- Describes HOW the problem will be solved, but does not present the actual, final solution.
- The brief will guide every aspect of the project.
- Describes what work will be done on the project.

### **Why do a Creative Brief?**

- Proper initial planning makes the whole project go smoother.
- Repeats back to the client your understanding of the project.

### **Where does the information come from?**

- Information is compiled from a variety of sources:
  - Client Questionnaire
  - Client meetings
  - Ideas from the design firm
  - Current Web site, if one exists

### **Elements**

- Client name and primary contact information
- Project Title
- Web design firm name and author
- Client Background
- Mission and Positioning
  - What is the company's core business?
  - What are they selling?
  - What are their primary objectives as a company?
  - How will the web site support the mission?
  - This element focuses on the client and not the project itself
- Goals and Objectives
  - Discusses the specifics of how we will build the site
  - Describes the primary solutions to the client's requests.
  - Lists the immediate and long-term goals of the site
- Target Audience
  - Who are we going after?
  - Who will be using the site?
  - What are the common characteristics of your audience?
- Requirements
  - Existing branding and/or content?
  - Technical: target browsers, bandwidth, static or dynamic content