

Creative Brief

The creative brief helps to clearly define a problem by laying out the visual design directions to explore and the objectives of the project. We will use the information on this form to make sure that we are focused, clear and on the same page throughout the creative process to deliver your message.

Client Information:

Name of organization: _____ Date: _____

Name of organization's representative: _____

Phone: _____ E-mail: _____

Campus Address: _____ Mail Code: _____

Person(s) with final approval authority: _____

Background:

Summarize your organization:

What key word(s) best describe your organization?

- Dependable
 Progressive
 Traditional
 Established
 Serious
 Hi-Tech
 Fun
 Unique
 Original
 Precision
 Strong
 Modern
 Other

List some unique or special qualities about your organization:

What are your organizations strengths?

Purpose:

What is the purpose of this communication? *(If more than one, please rank by order of importance.)*

- Recruiting
 General Information
 Fundraising
 Other (Please describe)



Objectives:

What are the main goals that are you trying to achieve?

What do you want the audience to think, feel or do? *(Examples: change personal opinion, reinforce your image, absorb information, contact for additional information.)*

Target Audience:

Who are you trying to reach?

Prospective Students

General Public

Donors

Other (Please describe) _____

Can you give us some background information or research on this audience?

Core Message:

What is the single, most important message you would like the audience to understand? *(Please be specific and avoid generalities as they can result in ambiguous communications.)*

Are there other points that may be important to communicate?

What perception(s) should the audience have after viewing this communication project?



Production Information:

What communication(s) device would you like to have produced?

- Publication/View Book Magazine Brochure Newsletter Advertisement
 Poster Postcard Speciality Item Web Site E-card Video
 Other _____

What Services Areas will be needed? (Please check all that apply)

- Graphic Design Photography Writing/Editing Web Development Video
 Other (Please describe) _____

What materials are you providing to us?

If you are supplying manuscript to us:

Has it been proofread and approved by the person with final approval authority? *(Please supply only final approved manuscript as changes can become costly and delay your project.)*

- Yes No

Are there any mandatory elements that must be included? *(Design elements, photography, SIUC Identifier, web site address)*

- Yes _____
 No

If your project involves commercial printing, what quantities will you be needing? _____

Budget:

Allocated finances to this project? None \$100-1,000 \$1,000-5,000

Has the budget been approved by the person with final approval authority? Yes No

Deadline:

When is the final project needed? _____

Where should the final project be delivered?

