



# CREATIVE BRIEF

Gen\_T Design

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## Client Identity

- What is the product or service?
- What are your strengths and weaknesses?
- What do you value?

## Overview

- What are we creating and why?
- What is our biggest challenge with this project?

## Drivers

- What are we trying to achieve?
- What thought, feeling, or action can we bring to life?
- What kind of changes in image (visual/ verbal) support these goals?
- How will our success be measured?

## Audience

- Who are we designing for?
- What do they think of you?

## Competitors

- Who is the competition?
- What differentiates the client's product/- service/ company from them?

## Tone

- How should we be communicating about the your product/service/company?
- What adjectives describe the desired feeling, personality, or approach?

## Message

- What are we saying with this piece?
- How can the you support that?
- What do we want audiences to say to others?

## Visuals

- Are we developing new images or picking up existing ones?
- Should we consider icons, illustrations and/or charts?

## Project Details

- Please provide format parameters, limitations and restrictions, delivery media: physical or screen-based?
- Requested schedule for this project?  
Budget?

## Project Team

- Who are we reporting to?
- Who will approve this work?
- Who needs to be informed of our progress and by what means?

## Other Considerations

- Are there any other considerations, thoughts, or concerns that may directly effect the outcome of this project?

**SIGNATURE**

**DATE**