



interfacedesign2

due :: week.02

:: homeworkassignment

Homework Project: Creative brief*

Purpose/Objective:

- To develop business research skills in preparation for creative assignments
- To determine what information you need from a client while developing targeted questions and listening skills to gather this information
- To write an effective creative brief that demonstrates understanding of both business and creative objectives related to a specific project
- To use business information as a foundation for developing strategic creative solutions to business challenges

Assignment: Conduct preliminary research on your web site and put together a creative brief. Your creative brief should include the following:

- **Project Title**
- **Project Summary**
 - Brief Description
 - Pertinent background info
- **Primary Objective** <----- **VERY IMPORTANT!!!**
 - Objective/purpose of the site
 - Why are you proposing a new site or a redesign for this client?
- **Target Audience**
 - Age
 - Gender
 - Income
 - Education
 - Occupation
 - Computer experience
 - Spending Habits
 - Special Interests
 - Geographic Location
- **Competition/competitors**
 - Include screenshots and urls to competitor's websites
 - Briefly describe the pros + cons of their sites
- **Assets needed**
 - What do you need from the client – mission statement, photographs, articles, etc.
- **Existing look and feel**
 - Do they already have a web site? What does their current site look like? Do they have any print material? A logo? A graphical style?
- **What else is important?**

Format: 8.5"x11" Acrobat document (pdf). Post a link to the pdf on your class web page before class begins.

Reading:

- Read Norman Chapter 1

*assignment adapted from Stronger Concepts through Strategy class assignment.
http://www.svcseattle.com/class_sites/strategy/strategy_assign1.htm