



:: homeworkassignment

Homework Project: Creative brief*

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 we proposing a redesign?
- **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**
 - What does their current website look like? Do they have any print material? A logo?
- **What else is important?**

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 use business information as a foundation for developing strategic creative solutions to business challenges

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

Reading:

- Read Chapter 1 from *Don't Make Me Think* by Steve Krug

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