interfacedesignstudio

:: homeworkassignment

due :: week.**02**

Homework Project: Project Brief (a.k.a. Creative Briefs)

Purpose/Objectives:

- To develop practical and useful research and analysis skills in preparation for creative real world projects.
- To determine what information you need (ie. from a client) while developing targeted questions and goals that will help in gathering all required information and content.

- To write an effective creative brief that demonstrates understanding of the business, technical, creative, and logistical objectives related to a specific project.
- To prioritize all gathered information as a foundational framework for developing strategic creative solutions to real-world project challenges.

Assignment: Conduct preliminary research on your project, including an analysis of existing examples and solution and potential media and technologies by putting together a project brief that briefly yet clearly defines and summarizes your project. Your project brief should include the following:

- **Project Title**
- **Project Summary**
  - Brief Description
  - Pertinent background info (ie. who is the client? Is this a new project or a redesign? etc)
- **Primary Objective**
  - Objective/purpose of the project
  - Why are you proposing this project for this client?
- **Project Deliverables <-------------------------------------- VERY IMPORTANT!!!**
  - Exactly how many deliverables will you be delivering to the client(s) at the end of the semester and exactly what format/media will each be?
    - (ie. 1 coded microsite + 1 video = 2 deliverables)
- **Target Audience**
  - Age
  - Gender
  - Income
  - Education
  - Occupation
  - Computer experience
  - Spending Habits
  - Special Interests
  - Geographic Location
- **Competition/competitors and Precedents (examples of similar existing projects)**
  - Include screenshots and urls
  - Briefly describe the pros + cons of your chosen competitors & precedents
- **Assets needed**
  - What assets do you need (ie. if it's a client, you may need to gather their mission statement, photographs, articles, etc., or it this is a personal project, what assets do you need to gather or generate, such as copy, graphics, photos, illustration, animation, video, etc)
- **Existing look and feel**
  - Does your client already have an existing solution? What does it look like? Or do they have a style guide (ie logo, corporate color scheme, typography, etc)? Do they have any existing print material?
- **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.

Note: If you are undecided or unsure of your chosen project, please post multiple project briefs (one for each prospective project).