**CREATIVE BRIEF**

# PROJECT NAME

**DATE:** JULY 1, 2018

**PROJECT MANAGER:** Name

**CREATIVE BRIEF AUTHOR:** Name

PROJECT TYPE REQUIRED

(CHECK ALL THAT APPLY)

DESIGN/LAYOUT ILLUSTRATION WEB

VIDEO PHOTO CONTENT

TARGET AUDIENCE

WHO IS THE AUDIENCE FOR THIS PROJECT? E.G., CURRENT STUDENTS, PROSPECTIVE STUDENTS, RECENT/OLDER ALUMNI, SEATTLE COMMUNITY.

Insert Text

KEY MESSAGE

DESCRIBE THE MAIN MESSAGE YOU WANT THE AUDIENCE TO HEAR AND TAKEAWAY. WHAT SHOULD READERS/VIEWERS DO OR THINK AS A RESULT OF THESE DELIVERABLES?

Insert Text

LOOK & FEEL

DESCRIBE THE OVERALL TONE OF THE DELIVERABLES (E.G., HUSKY SPIRIT, ARTSY, SOMBER, INSPIRATIONAL, FORMAL, ELEGANT). DESCRIBE WHAT STYLE OF IMAGERY OR VISUALS WILL BE MOST EFFECTIVE.

Insert Text

CLIENT BACKGROUND

WHAT EXISTING OR PREVIOUS MARKETING/DEVELOPMENT COLLATERAL HAVE THEY USED IN THE PAST? IS THIS A NEW PROJECT OR A REFRESH OF A PREVIOUS ONE?

Insert Text

BRAND OR STYLE GUIDE REQUIREMENTS

ARE THERE EXISTING DESIGN ELEMENTS (EG. COLOR PALETTE, GRAPHIC ELEMENTS, STYLE OF PHOTOGRAPHY) THAT ARE REQUIRED OR PREFERRED?

Insert Text

CONTENT

WHAT ARE THE CONTENT ELEMENTS AND SPECIFICATIONS (EG. LENGTH OF COPY, TYPES OF CONTENT: STORYTELLING < INFOGRAPHICS, INTER- VIEWS, PULL QUOTES).

Insert Text

EXISTING CONTENT SOURCES

IF APPLICABLE, LIST EXISTING CONTENT SOURCES (DOCUMENTS/WEBSITES ETC) THAT WILL SERVE AS A RESOURCE IN THE DEVELOPMENT OF NEW CONTENT DEVELOPMENT.

Insert Text

DELIVERABLES

PLEASE LIST AND BRIEFLY DESCRIBE EACH DELIVERABLE, INCLUDING DESIGN, VIDEO, PHOTO AND WEB COMPONENTS. WILL THIS PROJECT HAVE DIGITAL ELEMENTS (SOCIAL, EMAIL, WEB)? ARE THERE ADVERTISING/PROMOTIONAL NEEDS?

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| **Deliverable** | **Description** | **Qty** | **Format** | **Size** | **Distribution** | **Due Date of Deliverable** | **Who will provide the content?** | **Due Date of Content** |
| Video | Promotional Trailer/Teaser | 1 | H264  YouTube | 16:9 | Posted on Social Media with Paid Boost | Sept 1, 2018 | Writer’s Name | Aug 1, 2018 |
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# BUDGET & RESOURCES

WHAT IS THE BUDGET FOR THESE DELIVERABLES? WHICH UNIT OR TEAM IS IT COMING FROM? ARE NON-CAS RESOURCES REQUIRED?

Insert Text

STAKEHOLDERS

LIST THE NAMES, TITLES AND CONTACT INFORMATION FOR ALL STAKEHOLDERS WHO NEED TO REVIEW/APPROVE EACH DELIVERABLE.

*\*Note: The standard creative production process includes three review cycles for each deliverable. If further revisions and approvals is needed, additional time will be required to complete your request.*

Insert Text

BRIEF APPROVAL

*(IF APPLICABLE)*

CREATIVE LEAD CONTENT LEAD

DATE DATE