

The Creative Brief

The creative brief is sometimes called a design brief.

The brief is an essential guide for a graphic designer and is usually the first step in implementing the campaign. It informs the creative process, provides a quantifiable basis on which to give an upfront price and helps the designer know what the client expects from the process.

The written brief is a valuable discipline for the client. Too often we give verbal briefs in the rush to get something done, only to find out later it has actually cost us extra time and money! Here is a design brief for a hypothetical event. *Source: www.fuel4arts.com/sauce*

Example:

Creative brief for High and Wired Premiere of a new production by Company Y Product

Circus season, holiday entertainment for the family (Attach to the brief an outline of the event, or project, the exhibition and a profile of your organisation, along with past promotional materials).

Title of event

Under consideration. Possibly "High and Wired". Ideas welcome.

Location

An inner city park, near a swimming pool and close to bus and rail links.

Dates

Opens Boxing Day, runs for a minimum of three weeks, with an option to extend for a fourth week.

Goal

To sell 25,000 tickets at \$12 each; secure a major triennial sponsor; and pave the way for regular seasons at this location.

Target audience

Families, visitors to city, regular attendees of physical theatre and circus.

Key messages

Fantasy, funny, no animals, premier circus company with attitude, grown-up fun and children will love it, the summer holiday 'must see', first ever season by this company in this city.

Channels

- Fliers and poster advertising; quality dailies and limited tabloid newspapers
- MOR (middle of the road) radio station, possibly television, if able to secure sponsorship
- Promotions: Uncle Toby's cereal package promo; Smith Family appeal; our web site; Theme park (both organisations will promote the other through on-site display and linked ticket offers)

Creative requirements

- A 12pp DL flier (100,000 with extensive direct mail) · A1 (site signage) and A3 poster (cafes)
- Prototype press advertisements (mono 15cmx3col)
- Radio commercial (possibly 7VC, do not cost yet) 30 sec and 15 sec
- Event logo for use on package promotions, advertising, etc.
- Merchandise prototypes: must have very low retail price and be designed for the under 10s
- Copywriting of the positioning line, radio commercial and general copy editing
- Web site design (needs to be linked to ticket agency which has e-sales)

Points to note

A designer needs to know, for example, whether the mailhouse has a machine enclosing the flier. This means a concertina fold will not work as machines cannot insert fliers that do not have a blind edge.

Outcomes

A bright, sophisticated, flexible design that captures the physicality, fun and fantasy of the show and translates well to small-scale use and mono advertisements. The overall design of the publication must be sympathetic with the sharp, contemporary look of the company. But...the No 1 message is the show.

Timing

Give critical dates for delivery of the design.

The role of the designer

The designer will be an integrated member of the marketing team, reviewing and assessing results as the campaign unfolds.

Your estimate

Please allow in your cost estimate for two sets of author's corrections for all items. Also give the cost of providing high resolution scans and an allowance for photography, license fees or illustrations.

It is important to be clear about all possible charges before work commences. You also need to ensure the designer considers all the elements, such as photography,

Source: www.fuel4arts.com/sauce

If you are looking for a good Graphic Designer to help you with logo design, brochures or a special look for your website, call us at **Jump Marketing** to discuss all your needs. Our designers are talented and price competitive!