

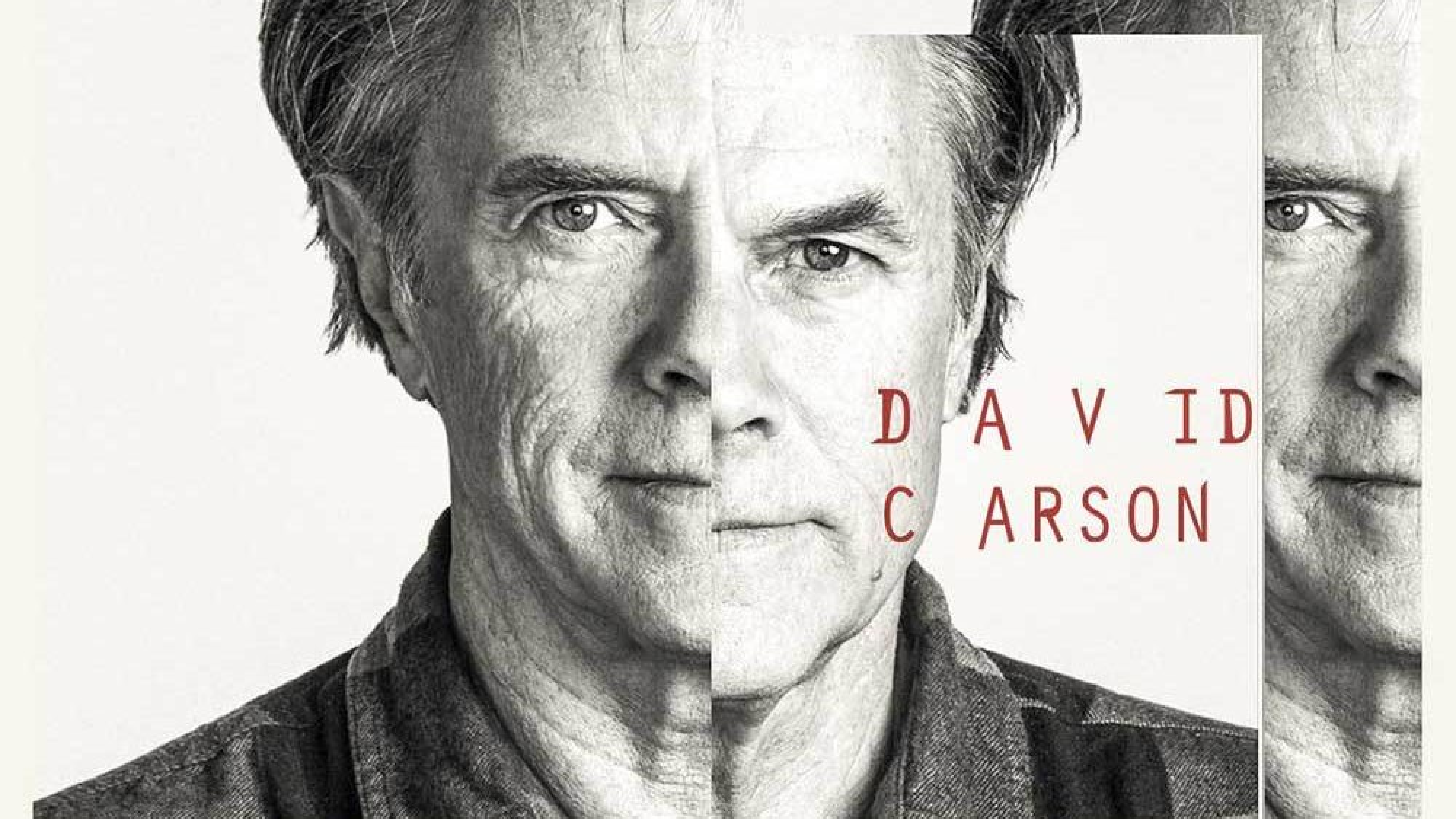
Phase 3: Brief

<https://acmgd.info/gd3/the-creative-brief-lecture/>

The Creative Brief

“It’s not about knowing all the gimmicks and photo tricks.
If you haven’t got the eye, no program will give it to you.”

– **DAVID CARSON**

A black and white portrait of David Carson, a man with short, dark hair, looking directly at the camera. The image is split vertically down the middle, with the left side being a darker, more shadowed version of the right side. The text "DAVID CARSON" is overlaid on the right side in a red, serif font.

DAVID
CARSON

RAY GUN®

KRAFTWERK

RENTREZ NOR
IRIANWILSON

GUS VANSANT
LIZ PHAI
BEASTIEBOYS

BJÖRK

HARRY CLARK

LANT & PAGE

Y DAVE GROHL

BECK

ONIC YOUTH

BURT BACHARACH

BEN STILLER

AKE BURTON



RAY GUN

Issue #3, featuring:
dinosaur jr.

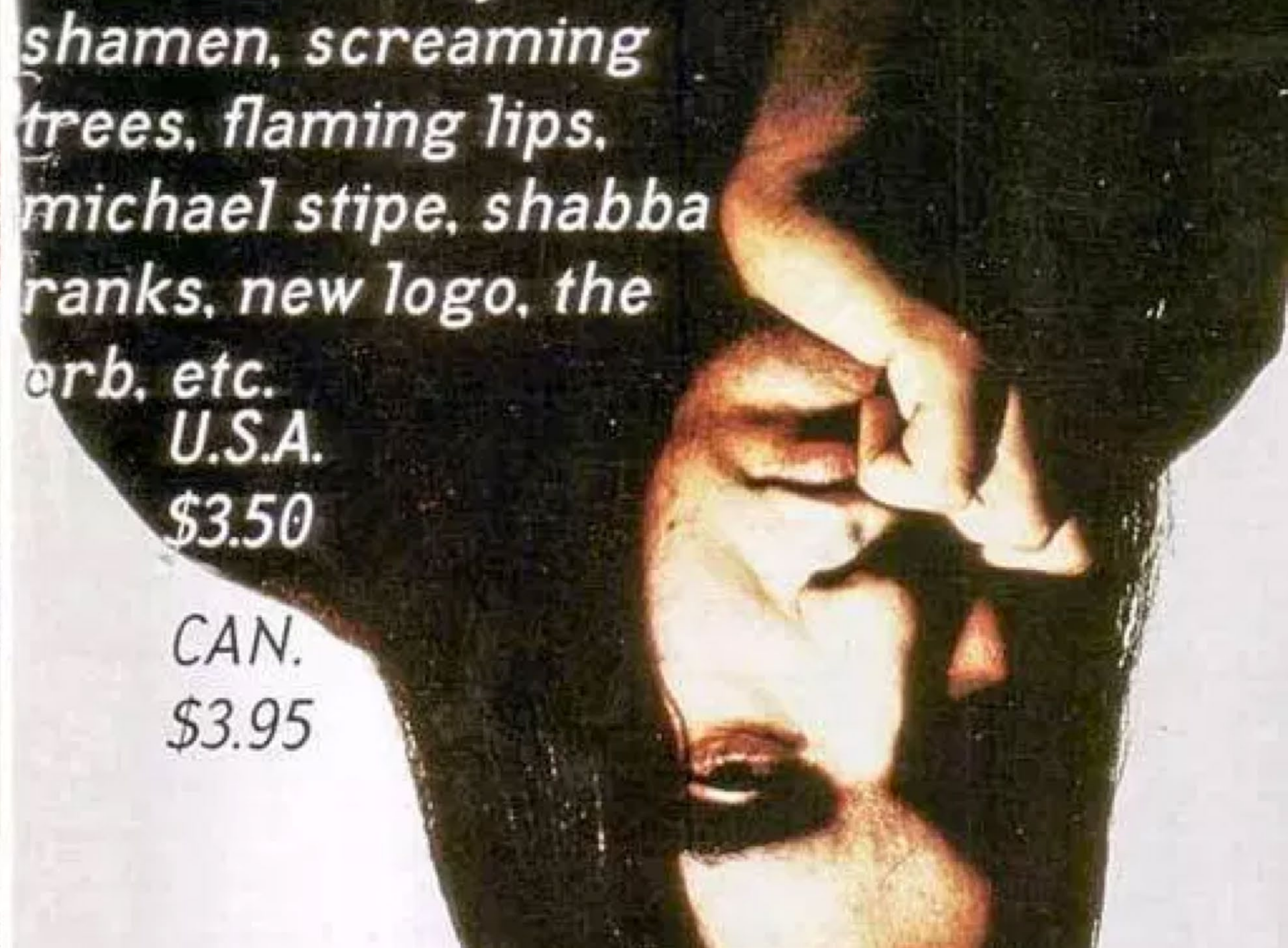
shamen, screaming
trees, flaming lips,
michael stipe, shabba
ranks, new logo, the
orb, etc.

U.S.A.

\$3.50

CAN.

\$3.95



Why write a Creative Brief?

Briefs help keep projects running smoothly, and prevent misunderstandings and delays by:

- Connecting objectives with creative strategies
- Building team consensus
- Aligning expectations
- Defining clear, measurable goals

What’s included in a Creative Brief?

- Background information on the company, product or service
- Insight into the target audience
- Brand attributes, promise & mission
- Competitive landscape
- Business objectives
- Compelling offer
- Call to action

- Metrics for measuring success
- Supporting data
- Functional specifications (if applicable)
- Approval process
- Timelines
- Budget

Do:

INCLUDE ALL STAKEHOLDERS

Get input from whoever has final approval before you write it. Otherwise you’re redoing it later.

KEEP IT SHORT

Don’t throw in everything you found. Pick the points that actually matter and cut the rest

HAVE A CONVERSATION

Don’t write this alone in a vacuum. Talk it through with whoever’s involved first.

USE INSIGHTS TO INSPIRE

Whatever you learned about your audience that surprised you, put it in.

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Don't:

DON'T COPY THE SAME
FORMAT EVERY TIME.

A big campaign needs more than the one-pager you'd use for a quick project.

DON'T HIDE BEHIND
BUZZWORDS.

“Innovative” and “state-of-the-art” tell the team nothing. Say what's actually true.

DON'T STOP AT AGE
AND LOCATION.

Get at what the audience actually cares about, not just who they are on paper.

DON'T JUST LIST
PRODUCT FEATURES.

People decide with emotion first, features second.

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FROM THE
BRIEF
TO THE
MARK

Your brief says *what* you're designing and *who* it's for.
Now: how do you turn that message into an image?

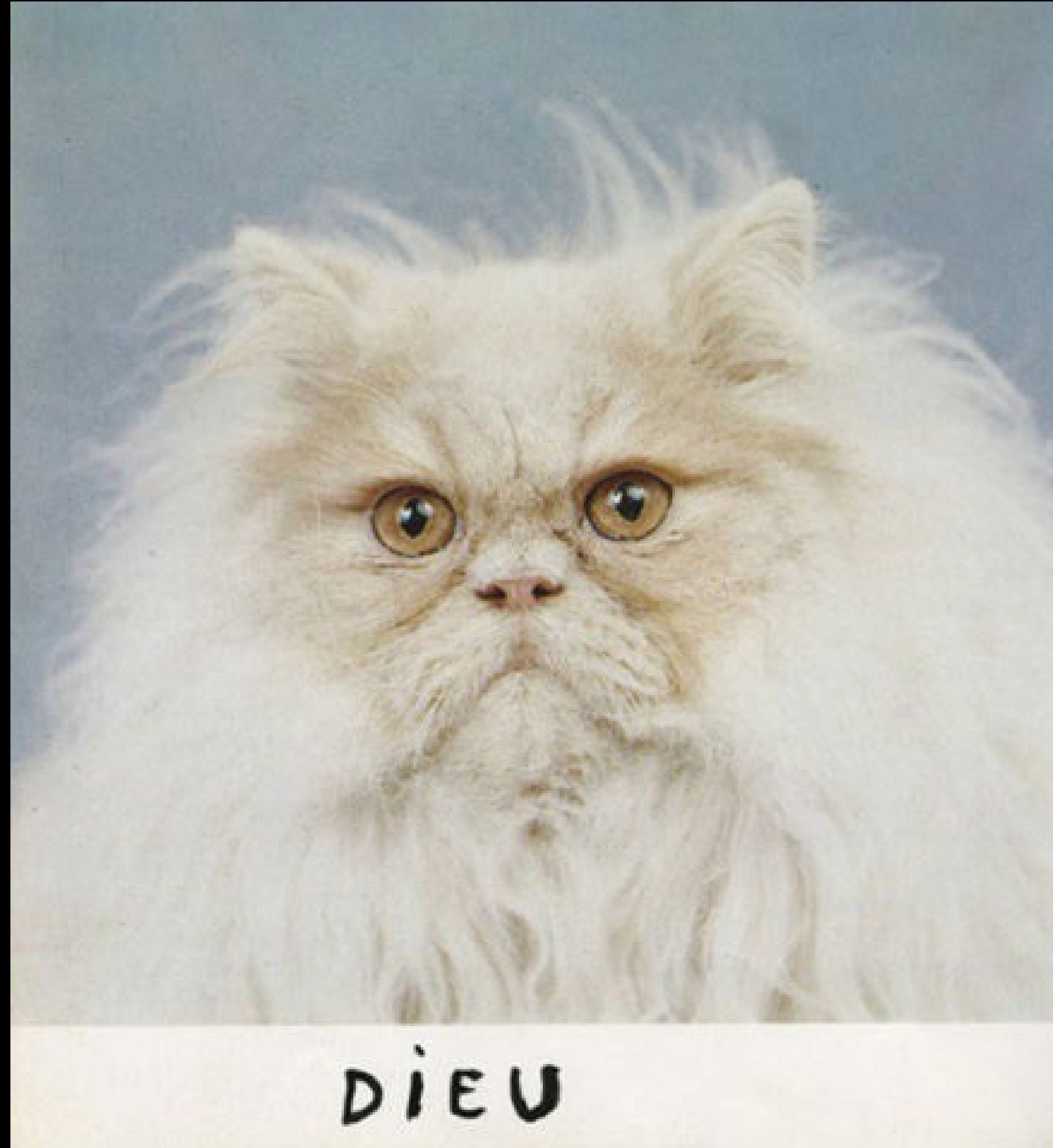
Ways a Mark can Carry Meaning

SUBSTITUTION

One image stands in for another to suggest a shared idea.



Immigrant



MOTHER

MARRIAGE

EXAGGERATION

A quality is pushed past reality to make a point unmistakable.



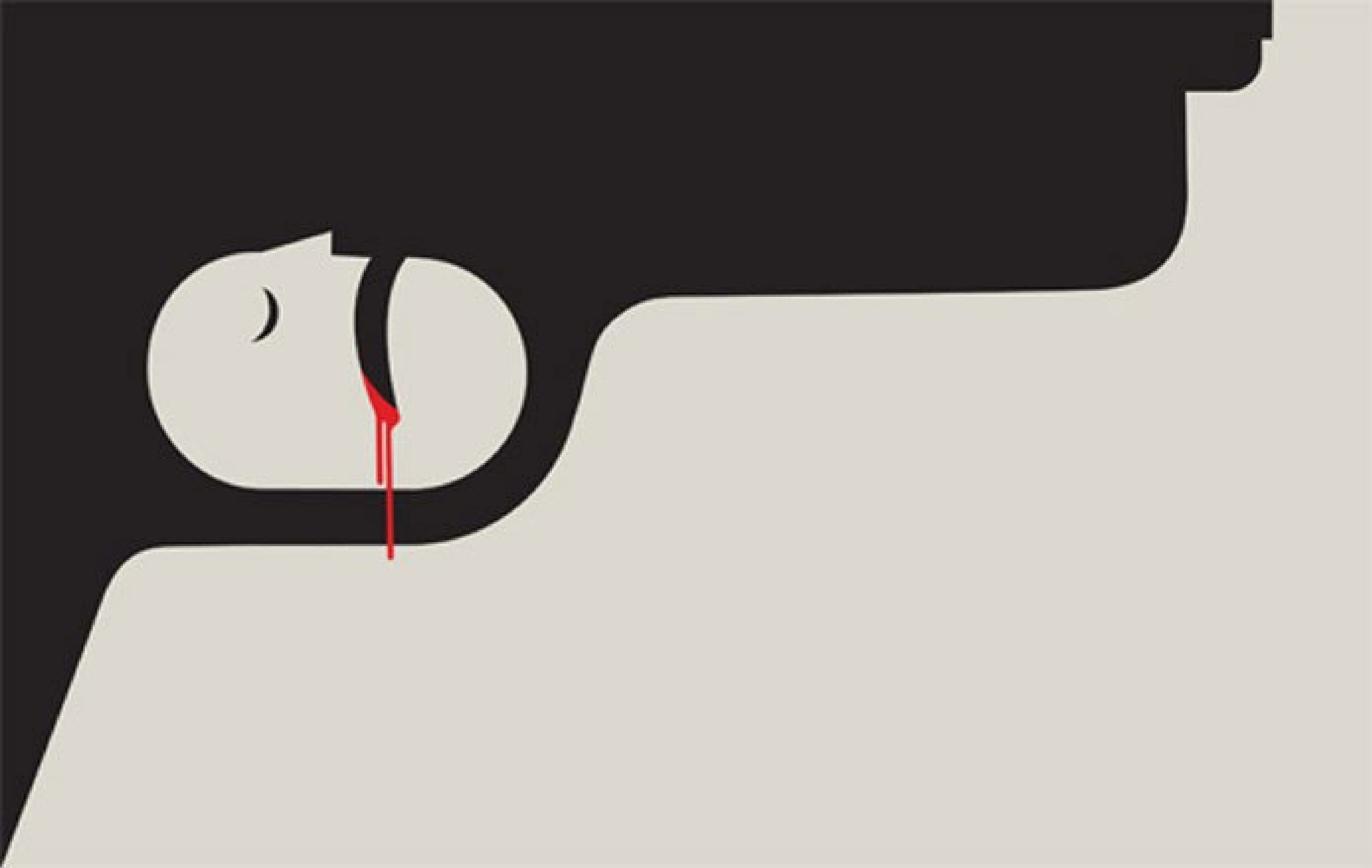
TRANSFORMATION

One form is shown visibly becoming another, mid-change.



SIMULTANEITY

Two readings exist in the same image at once.









COMBINATION

Two distinct elements merge into one hybrid form.



Highlight





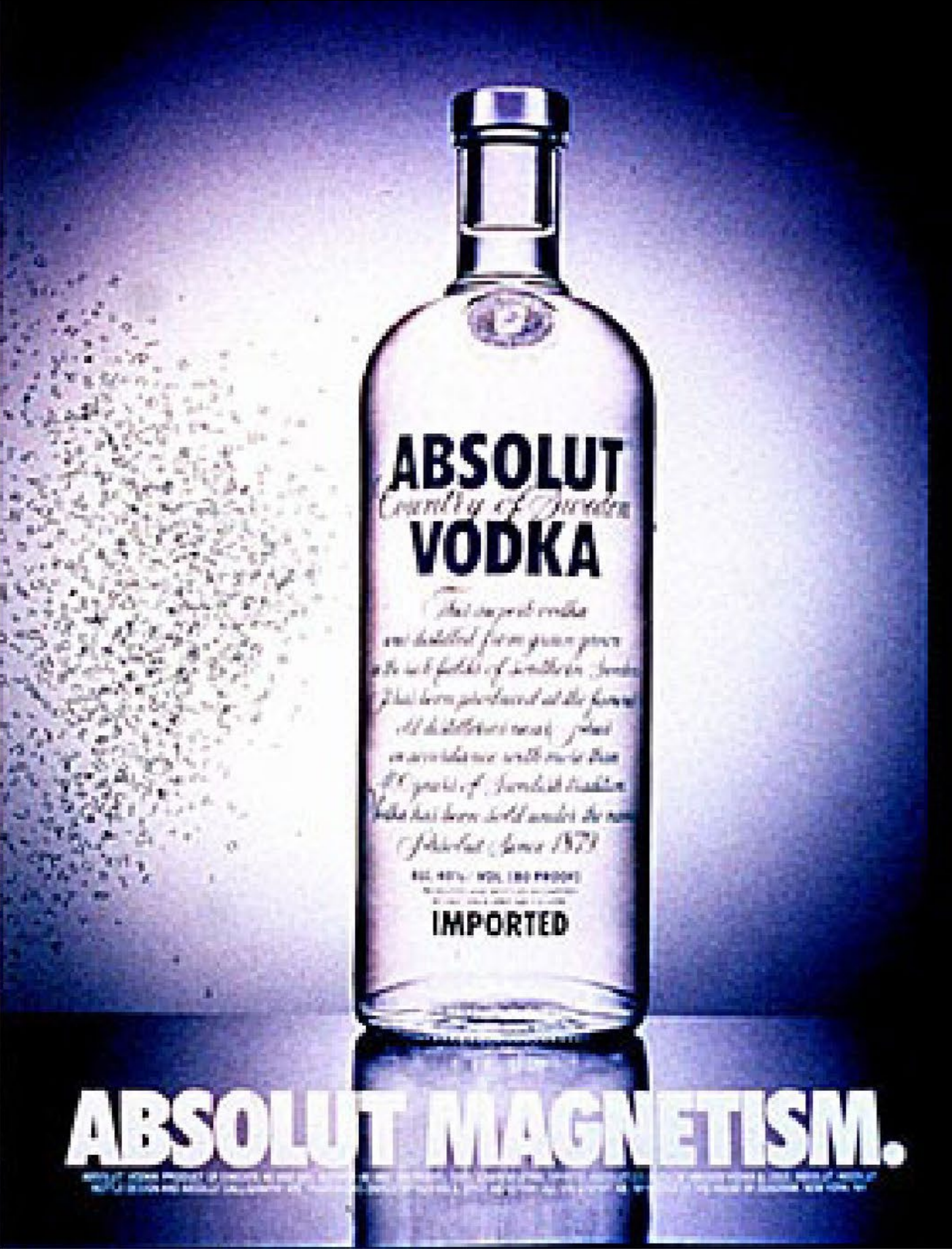
CORRESPONDENCE

A visual pattern echoes a pattern from somewhere else entirely.









HOMEWORK

1. Finish Writing Your Creative Brief
2. Start Sketching — 75 sketches (total) of your top three names