

PURPOSE

The Creative Brief lays out the objectives of the project and the visual design directions to explore. We will use the information on this form to make sure that we are both focused and are on the same page throughout the creative process to deliver your message and image.

CONTACT

Business Name: _____ Contact: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Other: _____

Email: _____ Website: _____

WHO ARE YOU? WHAT DO YOU DO?

WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS AND THE IMAGE YOU WITH TO PORTRAY?

- | | | |
|------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Striking | <input type="checkbox"/> Dependable | <input type="checkbox"/> Enthusiastic |
| <input type="checkbox"/> Tranquil | <input type="checkbox"/> Precise | <input type="checkbox"/> Progressive |
| <input type="checkbox"/> Exciting | <input type="checkbox"/> Serious | <input type="checkbox"/> Original |
| <input type="checkbox"/> Natural | <input type="checkbox"/> Edgy | <input type="checkbox"/> Hi-Tech |
| <input type="checkbox"/> Warm | <input type="checkbox"/> Integrity | <input type="checkbox"/> Strong |
| <input type="checkbox"/> Cold | <input type="checkbox"/> Fun | <input type="checkbox"/> Whimsical |
| <input type="checkbox"/> Young | <input type="checkbox"/> Unique | <input type="checkbox"/> Childlike |
| <input type="checkbox"/> Feminine | <input type="checkbox"/> Traditional | <input type="checkbox"/> Teenage |
| <input type="checkbox"/> Masculine | <input type="checkbox"/> Mainstream | <input type="checkbox"/> Adult |

What do you want to make?

- | | |
|--|--|
| <input type="checkbox"/> Advertisement | <input type="checkbox"/> Magnet |
| <input type="checkbox"/> Banner/Backdrop | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Billboard/Sign | <input type="checkbox"/> Pillow |
| <input type="checkbox"/> Blanket | <input type="checkbox"/> Plastic Card |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Postcard |
| <input type="checkbox"/> Bookmark | <input type="checkbox"/> Post Cover |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Poster |
| <input type="checkbox"/> Catalog/Booklet | <input type="checkbox"/> Privacy Screen |
| <input type="checkbox"/> CD/DVD Cover | <input type="checkbox"/> Promotional Item |
| <input type="checkbox"/> Die-cut Graphic | <input type="checkbox"/> Rack Card |
| <input type="checkbox"/> Door Hanger | <input type="checkbox"/> Sticker |
| <input type="checkbox"/> Envelope | <input type="checkbox"/> Table Cover |
| <input type="checkbox"/> Floor Graphic | <input type="checkbox"/> Towel |
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Tradeshow Graphic |
| <input type="checkbox"/> Folder | <input type="checkbox"/> Website |
| <input type="checkbox"/> Form | <input type="checkbox"/> Window Graphic |
| <input type="checkbox"/> Gift Bag | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Label | _____ |
| <input type="checkbox"/> Letterhead | _____ |
| <input type="checkbox"/> Logo/Identity Pc. | _____ |

WHAT ARE YOUR OBJECTIVES • *What task/function do you want this project to perform?*

WHO IS YOUR AUDIENCE? DEMOGRAPHIC?

WHO IS YOUR PRIMARY COMPETITOR? • *Include Web address if possible.*

WHAT DO YOU WANT THIS PROJECT TO SAY ABOUT YOU?

FAVORITE/LEAST FAVORITE COLOR(S); WHY? • *List established corporate colors, too.*

DEADLINE: _____

OTHER INFO (*Budget, Event, Etc.*): _____

bigA Designs & Printing guarantees a professional design on the first proof. We understand, however, that the design may not be exactly what you need, so modifications are unlimited, within reason. Major redesigns are on the clock; minor modifications are free. Feel free to be involved in the creative process by asking questions and being forthright with us. We aim to please!