

PROJECT BRIEF

Introduction:

This project brief is to be used to help formulate a project's concept, strategy, and means of direction and execution. The purpose is to determine the goals of a project and how to best formulate the methods of execution in a manner that will be understood clearly by the desired target audience. Project briefs are intended to: define strategy, assist in planning, aid in design, and to structure communication.

Project Name: _____ Date: _____

Client: _____

Point Person: *Who is the one person that is considered the project lead?*

In-Hand Date: _____ Shelf Life: _____ Budget: _____

Approvals Needed: *Approvers & stages of approval listed here*

Overview/Purpose: *Brief (one paragraph or 2-3 bullet points) description of project & goals. What should the project communicate? What single thought should the audience come away with? What should the tone of the piece be?*

Strategic priority: *What strategic priority from the institutional and/or unit strategic marketing plans does this project tie to?*

Target audiences: *Who are we speaking to in this piece? Any specific gender/ethnicity/interest group?*

Primary:

Secondary:

Call(s) to Action: *What action do you want the audience to take? (Ex. Register for an event, click a specific link, etc.)*

Deliverables: *Intended Use/Medium/Format (Banners, trifold, email, web, social media, etc.)*

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Potential barriers/concerns: *Cultural sensitivities, legal considerations, etc.*

Assets: **Please include only overview information for this project(s).** *Production details such as size, quantity, account numbers, ink/stock selections should all be included in the Active Collab milestone, not in this document. For example: "photos provided by client, see Active Collab ticket X" etc. Include Active Collab links whenever possible. Pre-selected images, colors, design elements, b-roll video, content, previous versions, etc.*

Additional comments: *Use this section to elaborate or provide additional information that is key to the project such as: maximum hours allotted, creative direction for photo shoots (location, photographer assigned to project, photographer and/or subject contact information, props or special equipment needs), student worker information (will this project include student workers? If so, are specific details related to this aspect of the assignment?).*

Project brief completed by: *Name and contact information for person filling out this form in case questions arise or additional information is needed.*

Name: _____ Email: _____

Phone: _____