

## CREATIVE BRIEF

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

*(Please answer ALL questions that pertain to your project.)*

**What is the assignment?**

**What are you hoping to achieve?**

**Who is the audience for this piece?**

**What do they think/feel now?**

**What is your core/unique message you want to convey to your audience?**

**What is the big idea you want your audience to walk away with? Key Benefits?**

**What is the “Call to action?”**

**What is your budget?**

## PRINTED PIECE BRIEF

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

**When is the event? (Provide details)**

**Does it have Sponsors? (Please provide logos as needed)**

**What do you want to say on the printed piece?** *(Please provide ALL TEXT as you would like to see it on the finished product)*

**How many will you need? (Print quantity, video length, etc)**

**Does the information need to be updated on the website? (please provide link to page you would like to update)**

## EMAIL BRIEF

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

**Subject Line:**

**From (name or department):**

**Who are you sending to:**

**Title/Header:**

**Image or video: (example: Use stock photos, photos of students or faculty members, or provide your own)**

**Text:**

**Date:**

**Time:**

**Location:**

**Links (provide bio if needed):**

**Who will be sending email?**

## SOCIAL MEDIA BRIEF

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

**Social Media sources:** *(please select)* Facebook, Twitter, LinkedIn, Instagram

**Text:**

**Image or video:**

**Link:**

**Target audience demographics (i.e. age, gender, location, interests, etc.):**

**Start date:**

**Stop date:**

**FB 'boost'?**

**What is your budget per day: (i.e. \$25 or \$50/day):**

## VIDEO BRIEF

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

**Concept:**

**Who is your audience?**

**What message do you want to convey?**

**How will the video be used?**

**Is this video event related?** *(incl. dates and location)*

**Where will video be filmed?** *(Studio or within McNair Hall or outdoor location?)*

**Where will the video reside?** *(Youtube, Vimeo, website)*

**Who will star?**

**Interviewer?** *(Do you have questions prepared? Do you need an interviewer on camera or off?)*

**Who will review, suggest edits and approve?**

## Additional Website Needs

DATE:

DEPARTMENT:

DUE DATE:

CONTACT INFO:

Registration page:

Landing page:

Additional info:

**EMAIL CREATIVE BRIEF TO:**

Dawn Kinsey drk6@rice.edu