(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?
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 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):
<table>
<thead>
<tr>
<th>Concept:</th>
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<tbody>
<tr>
<td>Who is your audience?</td>
</tr>
<tr>
<td>What message do you want to convey?</td>
</tr>
<tr>
<td>How will the video be used?</td>
</tr>
<tr>
<td>Is this video event related? <em>(incl. dates and location)</em></td>
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<tr>
<td>Where will video be filmed? <em>(Studio or within McNair Hall or outdoor location?)</em></td>
</tr>
<tr>
<td>Where will the video reside? <em>(Youtube, Vimeo, website)</em></td>
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<tr>
<td>Who will star?</td>
</tr>
<tr>
<td><strong>Interviewer</strong>? <em>(Do you have questions prepared? Do you need an interviewer on camero or off?)</em></td>
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<tr>
<td>Who will review, suggest edits and approve?</td>
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# Additional Website Needs

<table>
<thead>
<tr>
<th>DATE:</th>
<th>DEPARTMENT:</th>
<th>DUE DATE:</th>
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<tbody>
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<tr>
<td><strong>CONTACT INFO:</strong></td>
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- **Registration page:**
- **Landing page:**
- **Additional info:**

**EMAIL CREATIVE BRIEF TO:**

Dawn Kinsey  drk6@rice.edu