CREATIVE SERVICES
Creative Brief
The questions below are critical to executing your project successfully. They are available through our online design request form found on the Creative Services web page.

What are the objectives/goals of your piece?

Please describe your primary audience. Is there a secondary audience?

What kind of tone should the piece have? What kind of mood do you wish to convey? What makes this piece and its content so special or unique?

Is there specific imagery that you would like to use in conjunction with this piece? If so, please provide a lightbox via Photoshelter.

Do you have examples of pieces from other sources that you like? Don’t like?

What, specifically, should be avoided when designing this piece?