fluentBoards

Creative Brief

TEMPLATE

Keep it to one or two pages. Replace everything in brackets and delete any line that doesn't apply.

Client	Project	Date	Prepared by
[Client name]	[Project name]	[Date]	[Name]

1. Background

[2 or 3 sentences: who the client is and why this project is happening now.]

2. Objective

[What should change, with a number and a date if possible.]

3. Audience

[Who it's for, what they need and how they'll see it.]

4. Key Message

[The one thing the audience should remember.]

5. Get / Who / To / By

[Get (audience) who (current belief or behavior) to (new action) by (the idea that will change it).]

6. Tone and Brand

[How it should feel, plus where to find the logo, colors, fonts and brand guidelines.]

7. Deliverables

[Itemized list of what will be delivered.]

Deliverable	Owner	Due date
[e.g. Homepage design]	[Name]	[Date]
[ ]	[ ]	[ ]
[ ]	[ ]	[ ]

8. Out of Scope

[What this project does not include.]

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9. Timeline and Budget

[Key dates, why any fixed date is fixed, and the agreed budget or range.]

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10. Approval

[One named approver. Work starts after this is signed.]

Approver	Role and email	Signed off on
[Name]	[Role, email]	[Date]

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Web Design Brief

TEMPLATE

Add these fields to the creative brief when the project is a website.

Field	Answer
Pages and sitemap	[List of pages, or a link to the draft sitemap]
Content that must stay	[Pages, text and URLs to keep, especially pages that get search traffic]
Content owner	[Who supplies copy and images, and by when]
Integrations	[Forms, booking, payments, CRM, email marketing, analytics]
Accessibility needs	[Any standard the site must meet, and known user needs]
Brand assets	[Logo files, fonts, colors, photography, where to find them]
Sites they like	[Links, and what specifically they like about each]
Sites they don't like	[Links, and what to avoid]
Hosting and domain	[Who hosts the site, who controls the domain and DNS]
Launch date driver	[Why the launch date matters]

Follow-Up Questions for the Brief Call

1. If this project works, what will be different in six months, and how will you know?
2. Who is the one audience that matters most if we can't please everyone?
3. What should a visitor do first when they arrive?
4. Which existing page or content gets the most traffic or enquiries?
5. Who supplies the content, and when will it arrive?
6. Who approves the work, and who else will want a say?
7. What has gone wrong on past projects like this one?
8. What would make you reject a design, even if it looked good?