

Creative Brief

The creative process is a partnership between me and my clients. While I'll be the one creating the visuals you'll use, your involvement is crucial to developing the image you'll be most excited about.

You shouldn't be merely satisfied with your images, you should be thrilled. My approach to even the simplest illustration is to gather as much information as I can so you're delighted with the final art.

To accomplish this, I find it's easiest for my clients to answer some questions before we move forward.

Please answer as completely as possible. Thank you for taking the time to contemplate this form!

Contact Information

Name _____

Company _____

Phone _____

e-mail _____

1. Who are you?

Please describe your company and your project.

2. Your Objectives

What do you hope to accomplish with these images?

3. Intended Audience

Who are the images directed at?

4. Define Success

What will make you thrilled? How will you judge a successful outcome?

5. Desired Results

What effect do you want the images to have on the intended audience?

6. Final Output

In what medium will the final images be produced?

- Print Software Web
 Television Book Presentation

7. Colors

What colors do you like? Which colors would you like to avoid?

8. Time Line

When do you need it? What things might affect that time line?

9. Why did you choose me?

What elements did you see in my artwork that you're hoping to see in your visuals?

10. What else would you like me to know?

If you prefer to answer through e-mail, please list the number above and your answer. Easy!