Your Name
Your Department
Date

Creative Brief: Project Title Here

Description
A few words explaining the project

Example: video interview with Professor about their new book

Purpose of Project
A sentence or two about why this project is important

Example: This will highlight some key insights from the Professor's new book that can be widely shared on social media.

Audience
Who are you making this for?

Example: professional peers, prospective students, relevant media outlets

Audience Takeaways
What do you want the audience to walk away with? Could be messages or feelings.

Example:
- *The viewer has a deeper understanding of the subject matter*
- *The viewer wants to read the book*
- *The professor is a trusted authority on this subject matter*

Timing
The date(s) of the event / shoot

Example: Monday 8/18 - Tuesday 8/19

Specific Schedule (leave blank if not applicable)
If applicable, give timing specifics

Example:
- *8/18: 10am-12pm, sit-down interview in professor's office.*

- *8/19: 2-4pm, b-roll footage of professor working in office and teaching in classroom.*

Deliverables
What media assets do you want from this project?

Example: a mix of multimedia assets including:
- *Approximately 20-minute, full length video*
- *Three 2-4 minute cut downs emphasizing specific points*
- *A portrait photo: one close-up image, one waist-up image*

Platforms
Where will this be viewable? List any platforms / places.

Example: CBS YouTube page, Instagram, LinkedIn, Wall Street Journal

Creative Inspiration
Any references you can provide that will help guide the creation and look of the project.

Example:
- *I like the way this interview was filmed, the various angles they use, and the lighting in the background: https://www.youtube.com/watch?v=ZBtMbBPzqHY*
- *I like the use of b-roll footage here: https://www.youtube.com/watch?v=wGXqTa5cZcA&list=PLf1Dab4lwQhB7l_SBmMSfKA2QL3lp32RU&index=3*

Other Notes
Anything else that may be relevant to know