

CREATIVE BRIEF - Communications & Community Outreach

THE BASICS	
PROJECT NAME	
REQUESTER NAME	
DEPARTMENT	
Contact Information	Due Date
PHONE	
E-MAIL	
PROJECT <i>purpose and opportunity</i>	
OBJECTIVE <i>what does the project work to achieve?</i>	
TARGET AUDIENCE <i>who are we trying to reach?</i>	
ATTITUDE <i>style and tone</i>	
MESSAGE <i>what is the key idea to be remembered?</i>	
DELIVERABLES & FORMAT <i>describe key pieces to be produced</i>	
SPECS <i>graphic dimensions</i>	
SCHEDULE <i>projected timeline, important dates, deadlines, etc.</i>	
COMMENTS	
APPROVAL <i>director or manager</i>	
_____	_____
PRINTED NAME	SIGNATURE