CREATIVE BRIEF

ASSIGNMENT OBJECTIVES (restate from assignment sheet and qualify last bullet—see below)

for example:

- apply the theory learned so far (type history, type anatomy, type classification systems)
- to become familiar with typographic syntax and semantics
- to experience and compose with type as image
- focus on designing with individual letters (revisit pages 45–49 in Typographic Design)
- to practice the design process from concept through production
- to develop and practice composing by hand, quality craftsmanship as well as digital skills
- and prepare the project for a formal presentation (package with creative brief)
- to evoke an understanding of the dangers of anorexia and a sense of responsibility toward the self

DESIGN OBJECTIVES

for example:

- Project Description: visual depiction of consequences of anorexia in order to instigate change in behavior
- Project Specifications: visual to be used on posters, flyers, and brochures, utilizing typography as image
- Client: Mill Valley Middle School Counseling Office
- Client’s Needs: communicate the dangers of unhealthy dieting and yoyo dieting all of which can lead to “anorexia nervosa” (abnormal loss of the desire to eat, a pathological condition, it is seen mainly in young teenage women anxious to lose weight, it can result in severe emaciation and in rare cases can be life-threatening)
- Client’s Message: Careful with dieting!
- Audience: anorexigenic female teenagers

CONCEPT (address how you are delivering the message conceptually)

for example:

- simple structural manipulations and visual counterparts aim at exposing the dangers of yoyo dieting

CREATIVE BRIEFS AND FINAL RATIONALES NEED TO BE WRITTEN IN THIRD PERSON (OBJECTIVELY)!

THE CREATIVE BRIEF MUST BE COMPLETED BEFORE ANY DESIGN AND PRODUCTION CAN BEGIN.

USUAL PROCESS:

Initial Steps: info gathering, incubating, concept development and sketching, writing creative brief which, ideally, is followed by a client sign-off

Following Steps: completing sketches and design, presenting several designed solutions in refined form, client approval; completing final design into comp; client-sign-off; taking project through production
Final Rationale Sample

**d i e t • d i e t • d i e t • d i e d**

### Final Rationale

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- **Client’s Message:** Careful with dieting!
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**Concept**
- simple structural manipulations and visual counterparts aim at exposing the dangers of yoyo dieting

**Title**
- 1 in 100000

**Composition & Story** (address the meaning of the elements in this particular composition)
- linear movement from left to right refers to “cause & effect”
- change in body weight is symbolized by change in stroke width of lettershapes
- visual similarity (counterparts) of the words “diet” and “died” present a clever visual solution to the complexity of the underlying psychological issues

**Typographic Features** (address the specifics of the type and why this type is appropriate)
- Thesis family provides opportunities for extreme contrast—which is needed here
- Thesis Mix features slab serifs in some areas and not in others—odd hybrid of serif/san serif refers to the oddity which adolescents might feel when not belonging to either childhood or adulthood, another form of a hybrid
- Thesis appears somewhat clinical—reminds of the letters on an eye-chart, alluding to “medical expertise”
- strokes of Thesis show little or no contrast—refers to monotonous routine of repeated dieting attempts
- Thesis is a contemporary typeface—relating to the immediacy of “anorexia nervosa”