

# Creative Brief

Make any school marketing, communications, visual media, or design project more focused.

**1. Project Name:**

**2. Requester & Department or Grade Level**

**3. Final Due Date**

**4. What is this project?**

**5. Education concepts, programs, or terms involved**

*Examples: a UOI on How the World Works, SEL programming, The Learner Profile*

**6. This project will require:**

Copywriting  
Photography  
Videography  
Graphic design  
Web / digital / Social  
Printing  
Other:

**7. Requester will supply the following by**

Text / written content  
Background information  
Photos or existing visuals  
Logos, graphics, or reference materials  
Subject-matter access (interviews, classrooms, events)  
Other:

**8. Who is this for?**

*Examples: prospective families, current families, staff, students, alumni, an audience persona*

**9. How does this connect to the school's mission or values?**

**10. Which disciplines does this project involve?**

Estimate the percentage that each contributes.

*They don't need to be exact. We just need a rough sense of where the weight sits.*

Brand (perception, identity, emotional signals):      %  
Marketing (reaching new families, outreach, awareness):      %  
Communications (speaking to our existing community):      %  
Admissions (supporting the inquiry or enrollment process):      %

*Total should add up to 100%. If you're not sure, leave estimates blank and we'll discuss.*

**11. What makes this project a success?**

How will you know this project worked? What are people doing, feeling, or understanding as a result?

*Examples: "Parents at open day understand how our PYP differs from other schools." "Current families forward this newsletter to their friends." "Prospective families book a tour after seeing this campaign."*

**12. Who needs to approve this before it's published or distributed?**