CREATIVE BRIEF FORM

CLIENT INFORMATION

Name of business:

Nature of business: (ad agency, healthcare, NGO, law firm etc)

Short Description of business: (What your business stands for)

PROJECT INFORMATION

Project title: (What are you calling your project or campaign?)

Description: (What is the project about?)

Type of project:

Animation

Photography

Illustrations

Design and Branding

Project objectives: (What do you hope to communicate to your target audience?)

Target Audience: (Move mouse cursor here ⁱ for more information)

[ ]

SCOPE OF WORK

1. **Animation**
   - Description: (what do you need animated?)

   [ ]

   - Number of videos:

   [ ]

   - Duration: (check mark your preferred duration of the animation)
     Please note that the duration you select will serve as an initial estimate. I will advise you on which duration best works for your video.

     Below 30 seconds

     30 – 60 seconds

     60 – 120 seconds

     2 – 3 minutes

     3 – 4 minutes

     4 – 5 minutes

     5 minutes and above

   - Visual Style: (Please see last page for definitions)

     Motion Graphics [ii]

     Character Animation [iii]

     Live Action [iv]

     Abstract animation [v]

     Idents [vi]

     Stop Motion [vii]

     A blend of various visual styles [viii]

2. **Audio**
   - Voice artist: (if I'm to source for a voice artist, what gender and age would you prefer?)
     - Gender

       Male

       Female
     - Age

       Young

       Teenager

       Adult

       Old
   - Music: (Are you providing the music? {Own} or Do I provide it? {Mine})

     Own

     Mine: (Please advise on the type of music to use)

   - Medium of Display:

     TV advertising

     Billboards

     Outdoor Digital displays

     Websites

     Big screens

     Company Profile

     Presentation

     Events

   - Time Factor: (how soon do you need it done?)

3.Miscellaneous

- Key point{s}: (anything you feel is vital to the project.)

[ ]

CONCLUSION

Thank you for filling the form and providing me with the details I need. The options you selected will help estimate a realistic pricing and timeline for your project. I will advise you on which options works best for your video.
I hope to work with you to make your thoughts and ideas come to life.

DEFINATIONS

[i] **Target Audience** could mean the targeted age groups or the demographics.
[ii] **Motion Graphics** - A visual style that uses animation and audio to explain how things work i.e. processes, data presentations, ideas, scenarios, events, products, procedures, methods and any other thing that needs to be explained.
[iii] **Character animation**-This type of animation focuses on using cartoons or computer generated personified objects to tell the story
[iv] **Live Action** - This refers the kind of video that is recorded, processed, edited, and rendered with minimal or no animations to be delivered as a high quality video footage product.
[v] **Abstract animation** is non-narrative visual/sound experiences with no story and no acting. It relies on the unique qualities of motion, rhythm, light and composition inherent in the technical medium of cinema to create emotional experiences
[vi] **Ident** refers to identity. It is a form of visual branding that uses a series of short videos of any visual style spaced out within a period of time which is used in TV, websites or other digital displays
[vii] **Stop motion** - An animation technique to make a physically manipulated object appear to move on its own. The object is moved in small increments between individually photographed frames, creating the illusion of movement when the series of frames is played as a continuous sequence
[viii] All the above visual styles can be creatively used to create one product.