

Creative Brief

Colors:

Title:

Hardships:

Story Overview:

Accomplishments:

Objectives:

Target Audience:

Tones:

Key Characters:

Era / Decade:

Mood Board:

Inspiration (Films, photos, songs, etc):

Key Activities:

Length:

What creative elements will let this project stand out?

Key Locations:

Scene Structure:

Team:

Notes:

Key Objects: