

creative brief

PART ONE: THE DESIGN PROBLEM

Clearly identify the project, be specific:

The goal of this project is to find a magazine brand and research the aesthetic and audience/viewership. We then will pitch a redesign of the magazine to enhance the overall look and purpose. I will be redesigning Harper's Bazaar magazine.

What is the function and purpose of the design?

The function of the design is to create more appealing and digestible visual content for the target audience of Harper's Bazaar.

What are the client objectives/goals, and how will they be met?

The client goals is to sell all things fashion, beauty and skincare products, as well as engage the target audience in their content related to celebrities and pop culture.

Identify the most important selling proposition (the USP / Unique Selling Proposition).
In one concise sentence, why i must have this product/service.

I must have this product or service because the target audience (mostly women, age range from 20s-60s) are interested in things like pop culture and celebrity news. Bazaar provides a wide range of individuals with a selection of different goods and services.

What is the primary message?

The primary message is to influence woman ranging from all ages and cultures to buy their products and be inspired by the fashion.

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What are the limitations/restrictions?

One limitation is the demographic - Harper's Bazaar is primarily meant for upper middle class women. Another is the content - it really only contains fashion, beauty, celebrity, and pop culture. There is also travel & food and politics, though.

What is the budget and schedule? (presentations/delivery)

Concept Critique: week 11
(review ideas via sketches/thumbnails and research)

Roughs Discussion: week 12
(class will discuss 2 different approaches in reader spreads on screen)

SemiComps Critique: week 14
(class will provide critical feedback on the printed dress rehearsal prototype)

Submit Final Files: week 15
(Final packaged InDD and PDF uploaded to Canvas along with printed magazine)

PART TWO: THE CLIENT-DESIGNER RELATIONSHIP

Identify the client and their responsibilities:

The client is Harper's Bazaar. The goal is to sell all things related to fashion, beauty and skincare products, as well as engage the target audience in their content related to celebrities and pop culture.

Identify the responsibilities of the designer:

The designer's job is to understand the purpose and goal of the client and take that information to enhance the overall design of the magazine to be more modern. The designer makes the clients goal come to life.

What is the personality of the client/product/service (aggressive, quiet, male, female)? Write a profile.

The personality of the client is a confident, ambitious woman. She is driven and self-made. She is intelligent and stubborn, but is very gentle. She has worked in journalism in the fashion industry for years, and also has background in marketing.

*Make sure your creative always fits this profile.

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What is the level of client involvement? How often and what type of interaction will there be with the client during the process?

n/a

Primary contacts and best method of communication?

n/a

PART THREE: THE VIEWER

Who's the market?

Upper middle class women between 20-60, based in New York so mostly American women but viewer can be from any part of the world.

Age? 20s-60s

Sex? women

Income? between 90k-150k

Demographic? (lifestyle, race, liberal, conservative)

All races. Mostly women of whom have wealthy partners and/or have a high paying job themselves. Very liberal and feminist.

What makes the viewer unique?

The viewer is passionate about women empowerment.

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How is the product/service currently perceived in the market?

**Has a good reputation; not controversial. Is mainstream
but more lowkey about it.**

How is it positioned in comparison to it's competitors'?

**Not as high end/designer as Vogue. More high fashion content
over newsy/lifestyle content (like People Magazine).**

Why would you buy it?

**I would buy the magazine but the actual goods/products from their
website ("The Edit" section) are way out of my budget since it is
designer stuff.**