### Project Brief

**Digital Design & Development**

| Client: | | Project: | | Project Budget: | | Priority Level: | | Client Contacts: | | Project Leads: |
|---------||--||--||--||--||--|

### What is our Client’s BUSINESS CHALLENGE?

What problem are we solving? What is the background? Why is this being done?

### What is our ASSIGNMENT?

What are we getting paid to deliver?

### Who is the TARGET CONSUMER?

What do we know about them that can help us? Is there anything that should be avoided?

### What do we want the consumer to DO?

What do we know about them that can help us?

### How do consumers FEEL about the client/product today? How do we want them to FEEL?

How can we give them permission or reason to believe?

### What is the VALUE EXCHANGE we are creating for consumers?

How do we get consumers to care?

### What is the SOCIAL LANDSCAPE for our creative solution?

Why might people talk about this idea? How do they get involved? What keeps the conversation going?
### Digital Design & Development

**How are COMPETITORS solving similar problems?**
What can we do to leapfrog them?

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**What are the KEY DATES or MILESTONES for this project?**
How soon is this needed? When is the desired completion date? When is the desired launch date? Name deliverables that others outside of Digital Design and Development will be responsible for.

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**What are the KEY METRICS we are accountable for?**
What are the Analytics that need to be measured? How will the success of this project be measured and understood?

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**Any OTHER NOTES that would inform this creative process?**
Please share any other insights, requirements, caveats, or potential concerns.

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### What BRAND ATTRIBUTES do we need to bring to life?
What is the tone and voice for this project? Which University goal do we need to support?

<table>
<thead>
<tr>
<th>Academic Quality</th>
<th>Reputation and Appeal</th>
<th>Diversity</th>
<th>Accountability</th>
<th>Fiscal/Physical Sustainability</th>
</tr>
</thead>
</table>

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### What BRAND ASSETS must we utilize?
Please provide any mandatory copy and disclaimers that cannot be altered. Please provide high resolution images or schedule a photographer. Deadlines are subject to receipt of all approved and final assets from client. What date will final assets be provided?

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### What is the state of the INFORMATION ARCHITECTURE?
Site map detailing hierarchy of pages and content within each page is due to Digital Design and Development before any creative can commence. On what date will the final site map be delivered?

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### What are the main TRAFFIC DRIVERS to our property?
What is the user flow? What is the estimate traffic to site?
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PROPOSAL
The terms of this document shall be considered a Proposal until signed by all parties, and shall be effective for 7 business days after presentation to Client. In the event this Agreement is not executed by Client within the time identified, the Proposal, together with any related terms and conditions and deliverables, may be subject to amendment, change or substitution.

TERM
This agreement shall commence upon completion of signatures and shall remain effective for the scope of work described herein until services are complete and deliverables accepted by Client. Once completed, any changes to the architecture, additional content and new functionality outside of this scope of work will be considered a new project and shall require a new Project Brief.

PROJECT RISKS AND DEPENDENCIES
Timely meetings with key stakeholders, delivery of necessary content, assets and instructions, and quick feedback to any outstanding questions will ensure that this project can be completed within the estimated time frame.

Project Overview:
Summarize project.

Scope of Work:
This document outlines the deliverables and specifics associated with the initiative.

Design Deliverables
- We will develop a concept and/or product to suit the client’s objective, audience, and desired outcome.
  We will provide an integrated strategy that addresses each of the client’s needs as well as projected results. Upon completion of the project, the following will be delivered to the Client:
  - Website
    - Mockups and revised mockups to include:
    - Client to provide content for the following pages: ALL
  - Social Media
    - Facebook feed on homepage
  - Other Media to include:
    - Photo rotators, galleries

Development Deliverables
- Website
  - Front end development (html/css) of home page and supporting content pages
  - Photo rotator for the home page with associated technologies
  - Facebook feed for the homepage
  - Calendar feed
  - Links to social media accounts and “like” +1 functionality
  - Apply Now and Schedule a Visit buttons
- Social Media
  - Blog integration
  - Sharing functionality
  - RSS feeds
- Deployment Specifications
  - Test all projects in the following browsers:
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- Internet Explorer (7, 8, & 9)
- Firefox (latest 2 versions)
- Safari (latest 2 versions)
  - Implement Google Analytics

<table>
<thead>
<tr>
<th>FUNCTION</th>
<th>TEAM MEMBER</th>
<th>ESTIMATED MAN HOURS</th>
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</thead>
<tbody>
<tr>
<td>Web Design</td>
<td></td>
<td></td>
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<tr>
<td>1st and 2nd Round Revisions to Creative</td>
<td></td>
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<tr>
<td>Front End Development</td>
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<tr>
<td>Testing &amp; Deployment</td>
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<tr>
<td>Project Management</td>
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<tr>
<td>Client Communications &amp; Meetings</td>
<td></td>
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<tr>
<td><strong>Total Hours</strong></td>
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**Next Steps:**

1. Client to provide the following, with the understanding that **no creative or development work will begin until these items (in their final and approved version) are received by Digital Design & Development**. These are important to help Digital Design and Development fully understand the client’s objectives and goals. The date these are received by Digital Design and Development will be considered the official project kick off date. Expected project kick off date is: **Date**.

2. **Digital Design and Development will present first round of creative to Client no later than Date, with feedback due from Client within 2 business days.**

3. Digital Design and Development will present second round of creative to Client no later than Date, with feedback due from Client within 2 business days. Creative is considered final after the second round of feedback, which will be due no later than Date. **Any additional changes requested by the Client will require additional time and sign off on new deadlines.**

4. **Digital Design and Development will develop final creative for submission to front end developers no later than Date, with a target launch date of ___________________.** (All content for the website is the responsibility of the Client. If Client does not have adequate resources or content by the target launch date, delays may occur and will not be the responsibility of Digital Design and Development. Client and Digital Design and Development will conduct a pre-launch content review to identify any issues or concerns prior to launch.)
6. Digital Design and Development will keep Client informed on an as needed basis as to any circumstances that may cause delays, and vice versa.

Client supervisor

Digital Design & Development

AVC for University Relations