

The Creative Brief:

1. **Source Material:** The Client creates a project, (existing or original), that involves 3D modeling. This should be a piece that does not requiring elaborate technical prowess to achieve. The references for this piece must be accessible later to compare to the artist's final product (saved as a QuickTime, etc). For the experiment to work, *you must not show the original piece to the other person!* Keep it secret, keep it safe.
2. **Long Form Creative Brief:** Client provides a *written* description of the piece. You can only use written or verbal communication for this, just as a real client might be able to do over the phone or email. If you have a specific color in mind, for example, you might say "Blue," or "Cerulean Blue," or "Pantone 280 C!" Be as descriptive as you can in the long form brief.
3. **Chaos Factor:** Intentionally put *one error* in the creative brief. This will recreate the chaos inherent in the creative process. It can be misinformation, or you can just leave out one important detail. Just be sure to remember which part of the brief is "the lie!"
4. Save as "*yourLastname_Firstname_creativebrief_long.doc*"
5. **Short Form Creative Brief.** Boil down the brief to a basic first communication. Describe in a sentence or two what kind of work needs to be done.
6. Save as "*yourLastname_Firstname_creativebrief_short.doc*"