

Creative Brief Worksheet

GUIDED PROMPTS FOR GETTING THE LOOK AND FEEL YOU WANT, WITHOUT DESIGNING IT YOURSELF.

Use the notes under each section as light guidance. Clear intent and priorities matter more than aesthetic direction.

Project Overview

What are we making, and why does it exist now? Keep this factual and brief.

Primary Objective

Name the single most important outcome. If there are multiple goals, choose the one that matters most.

Target Audience

Be specific. Who is this for, and what is their mindset when encountering it?

Desired Outcome

After engaging with this, what should people think, feel, or do differently?

What Must Be True

List non-negotiables: constraints, requirements, risks, or realities designers should account for.

What Cannot Change

Identify elements that must remain consistent, such as trust, tone, accessibility, or compliance.

References and Inspiration (Optional)

If sharing examples, explain why they resonate—clarity, pacing, tone—not what to copy.

Decision Ownership

Clarify who makes final decisions and how feedback will be consolidated.

Measures of Success

How will you know this worked? Focus on behavior or confidence, not aesthetics.