

Mini Design/Creative Brief:

Name:

Date:

Project:

Background:

What is the name of the band/musician? How many members of the band are there? What are their names and what instrument do they play? How long has the band/musician been around? Where are they from? How did the band form? What type of music do they play? Where can we hear their music?

The Audience:

Who is the Primary Audience?

What do you know about the band? How did they hear about the band?

Is there a secondary audience or potential growth audience?

How could they find out about the band/musician?

The competition:

Who else plays this style of music?

What sets your band/musician apart from them?

Music Genre:

If this band could be classified into a genre of music, what would it be and how would you describe the sound?