What goal are you trying to achieve with this project?
(State the main objective)

Who is the target audience?
(Examples prospective students, transfer students, faculty, alumni, etc.)

What are the target insights?
(State what motivates the target audience and how they make decisions)

What is the single main message you want to communicate?
(This statement needs to be compelling and single-minded)

How will this message best be shared?
(State the intended media, i.e. tri-fold brochure, poster, postcard)

What do action do you want your audience to take?
(State how you want them to respond)

What do you want them to think or feel after being exposed to this creative?
(A statement in first person language)

What is the tone of our communication?
(Friendly, conversational, academic, etc.)

What are the deliverables?
(State the materials needed)

What elements are mandatory?
(State the must-haves. Program logos, photographs, contact information, response mechanism)

What is the budget?
(State funds slated for this assignment)
When do you need to see first round concepts?
(State desired timing for draft reviews)

What is the final deadline for materials?
(State desired timing for final product)

Who needs to sign off on the final execution?
(State parties responsible for finalizing text and project design)