## Exercise: A Creative Brief for Creating Visual Content

**Overview**

The purpose of this exercise is to provide participants with a framework of important aspects to consider as you begin a process to create visual content. The visual content could be in the form of videos, infographics, or photo essays that share and communicate information and concepts through visual cues.

**Objectives**

1. To have participants think through the audience, call to action, key messages, among other items that are essential for creating an effective piece of content.
2. To have participants use a current, future, or abstract project to create a creative brief for a visual content product.

**Time**

Total: 45 minutes

**Implementing the Activity**

* Trainer shares and explains each item in the creative brief and the assignment (5 minutes).
* Participants individually (or in teams, if that makes sense for the group) fill out the creative brief, thinking about a specific visual content product that they will be creating or would like to create in the future (20 minutes).
* Participants pair up and share their creative brief and explain the visual content product they focused on (10 minutes/person for 20 minutes) and provide feedback to each other.

**Exercise Worksheet**

1. **Impetus:** What inspired the development of this deliverable?
2. **Intended audience:** Whom do you want to reach with this information?
3. **Call to action:** What do you want your intended audience to do after they interact with your visual content?
4. **Barriers:** What beliefs, cultural factors, pressure, information gaps, or misinformation stand between your intended audience and your call to action?
5. **Benefits:** What might the intended audience perceive as the benefit of participating in your call to action?
6. **Key messages:** What are the reasons why the benefits outweigh the barriers? How is the information we are sharing beneficial to our intended audience?
7. **Tone:** What feeling or personality (e.g., authoritative, funny, emotional) should the video have?
8. **Media:** What format will the visual content take? What program or software could you consider using? (Photo essay, Infographic **,** Video (animated, live photo or photo stills, scripted story, interview, narrated, subtitle))
9. **Any other creative considerations:** These might include language/translation.