

Bill Wolff
COM 372, Spring 2026
Creative Brief Checklist

Please ensure your professional Creative Brief has the following required components.

Your group must have and have completed the content required for:

- ☐ A folder named **Creative Brief** that contains all of the required files.
- ☐ A file named **00. Executive Summary** completed as per the requirements, especially **3-5 CONCISE sentences per summary**
- ☐ A file named **01. Critical and Semiotic Analysis of the Current Site** completed as per discussion in class using Canva
- ☐ A file named **02. Current Sitemap Analysis** completed as per the requirements
- ☐ A file named **03. Comparison Analysis of Other Similar Sites** completed as per discussion in class using Canva
- ☐ A file named **04. Findings from Initial Client Meeting** completed as per the requirements
- ☐ A file named **05. User Profiles to Focus On** completed as per the requirements
- ☐ A file named **06. Audit Methodology** completed as per the requirements
- ☐ A file named **07. Usability Analyses** completed as per the requirements
- ☐ **THREE** usability tests per group member (test results will be turned in)
- ☐ **ONE** fictional user profile per group member

You must make sure that:

- ☐ Each file has a clear, bold-printed heading (and, it would help, a 1 sentence summary that explains the purpose of what they will be seeing—this is especially helpful in the Audit Methodology, Sitemap, and User Profiles)
- ☐ Each file uses the same font, font size, and layout features
- ☐ Spelling and grammar are correct
- ☐ All revisions have been completed
- ☐ Each group members turns in their 3 required usability test results (due Friday, April 10)
- ☐ Each group member submits a summary of what they have contributed to date (due Friday, April 10)

Flip page over for contributions prompt.

Your name:

Your group site:

Please describe in detail what you (and only you) have contributed to the group work to date. Please try to use percentages—such as, I composed 50% of the Executive Summary).