

Creative Brief – Icon Creation

COMPANY: IdeaRocket LLC

WEBSITE: www.idearocketanimation.com

BUSINESS: We create animated videos for business use.

BRAND STYLE: Modern, spare, simple, but with excitement and energy.

TASK: To create 8 icons for our website

DELIVERABLE: 8 icons in vectorized format such as .ai or .eps

SHAPE: They should be as wide as they are tall (circular, square, or some other shape taking up that amount of space.)

SIZE OF DISPLAY: These icons will be centered in columns that take up a third of the screen in width.

COLORS: Please use our palette (attached in Brand Book.) It would be good if you could use both our colors (dark gray and orange) in a creative and combined way, rather than using one or the other as a background.

	Icon	Represents	Content suggestions (only suggestions!)
1.	Story	How we use stories and narrative to make our clients' messages clear.	Book; the numbers 1, 2, 3.
2.	Metaphor	How we use analogy and comparison to make our clients' messages clear.	Equals sign; the word LIKE; mirror images, back to back; a circular diagram on one side, a wheel on another.
3.	Design	How we use design to present messages in a clear and elegant way.	Paintbrush.
4.	Discovery	How we interview our clients to find out what their message is.	Binoculars; pad with notes; map.
5.	Script writing	How we translate that message into a script that has both words and a description of the visuals.	Pencil and binded document.
6.	Storyboard/ Animatic	How we create storyboard frames and videos that time those frames to a voiceover.	Squares on a page; an editing timeline.
7.	Animation	How we move characters and visual elements in our videos.	A bouncing ball, with a dotted line along its path; a puppet; a timeline with keyframes on it; many sheets of paper with a different drawing on them.
8.	Sound Design	How we create music and sound effects for our videos.	A sound wave; a speaker; headphones; microphone; a waveform.