

# CREATIVE BRIEF TEMPLATE

PROJECT TITLE	Design Contest 231120		
CLIENT NAME	Dreamland Ink		
BRAND	Activism Wear		
PRODUCT	T-shirt; Sweater, Zipped Hoodie		
POINT OF CONTACT NAME	Kenneth Gray	PHONE	805.423.0318
EMAIL	<a href="mailto:kgray@dreamlandink.com">kgray@dreamlandink.com</a>	MAILING ADDRESS	PO Box 1868 Claremont CA 91711-8868
Text must appear in design	1. Stop Lying and admit you're Racist 2. Your Silence created this Movement 3. End the Genocide on Black Lives		
PROJECT purpose and opportunity	The purpose of the shirt design is to bring awareness to social inequalities that manifest in the forms of race, gender, religion, age, income inequalities, systemic racism, systemic oppression, institutional racism, and institutional oppression. The designer should take the opportunity to utilize the design to speak to the social issues relevant to the message.		
OBJECTIVE what does the project work to achieve?	The objective of the project is bring awareness		
TARGET AUDIENCE who are we trying to reach?	Male/Female/Gender Neutral/Multi-Generational/		
ATTITUDE style and tone	The attitude is extremely important on this project. The text delivers a clear message yet the attitude behind the text is open for interpretation. We are allowing the designers artistic latitude in this area contingent upon a lack of confrontation between the text & design.		
MESSAGE what is the key idea to be remembered?	the key idea to be remembered is that these shirts should be "thought provoking" on one level or another.		
DELIVERABLES & FORMAT describe key pieces to be produced	The art for this project will be utilized on apparel and other promotional items. The preferred formats will be vector, on shirt designs, on hoodie designs, etc.		
SCHEDULE projected timeline, important dates, deadlines, etc.	The timeline for this project one project is 7-10 business days. The remaining collection timeline will be discussed upon hiring		
BUDGET	N/A		
COMMENTS	The three designs are expected and requested to be complete. Please feel free to check in throughout the process with any questions that you may have. We prefer to extend the contest and work with the artist opposed to the artist not having the time to submit their best work.		