

Understanding a Creative Brief

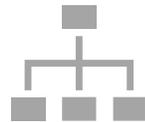
Help sheet for Outcome 1

For any brief, consider:



Explain the **FUNCTION** of each of the creative briefs

What does the brief set out to do? Does it tell the team exactly what should be created or is there scope for the team to give ideas to the writer/creator of the brief?



Describe how the briefs are **STRUCTURED**

How clear was the instruction given to the creative team?



Describe the types of **LANGUAGE** used

Was the language used formal or informal? Give examples to justify your answer. Why was this type of language used?



Evaluate the **EFFECTIVENESS** of the brief in relation to the information given to the creative team

Did the brief explain what was to be achieved? Elements such as context, objectives, budget, timescales or any other requirements?
Did the brief provide enough scope for the creative team to 'be creative' or to respond creatively to its demands?

Brief Example

- Read the following brief and consider the four main areas;

Function

Structure

Language

Effectiveness

An example answer has been provided for you.

An opportunity to make new artwork for the Isle of Lewis.

An Lanntair and The Glasgow School of Art, in collaboration with Ionad Hiort, are putting out a call for an artist to make a new public artwork / creative intervention on the route between Stornoway and Uig on the Isle of Lewis, which responds to the cultural life of the island and the geographic context.

The new work is being commissioned as part of **Bealach**, a two-year cultural initiative being led by An Lanntair. The **Songlines** project is conceived by the St Kilda Centre and led by The Glasgow School of Art's Institute of Design Innovation in partnership with development agency Highlands and Islands Enterprise. When finished, it will form part of a cultural trail linking Stornoway with Uig, the site of the future remote-access St. Kilda Centre, Ionad Hiort.

The commission is £1000 (including materials) and the successful artist will work in partnership with the local community and a research student from the GSA.

Travel and accommodation for 1 research visit to the Island (if the selected artist is non-island based) will also be covered in addition to the above £1000 commission budget.

Submission: please send a detailed CV and short proposal (in no more than two sides of A4). Please include an introduction to your practice (including links to previous examples of your work) and proposed artwork (information on the concept of proposal and the medium). Please send the submission to both project coordinators: xxx

Deadline for proposals: September 30th 2016

Further information

Bealach is a transformational project that represents Stornoway as the gateway and passage into the Gaelic culture, creative communities and landscape of the Outer Hebrides.

Songlines is a key project from the Creative Futures Partnership, a collaboration between the acclaimed GSA and Highlands and Islands Enterprise.

The Bealach project will be delivered over 2015-2017 with funding secured through winning Creative Scotland's Creative Place Awards 2015.

**Bealach is found throughout the Gaidhealtachd. It signifies a pass for travellers. Its original*

EXAMPLE

*meaning was way or route. Like other place-name elements associated with the land, bealach can also apply to sea passages ... [where] the name seems to describe the flowing tidal process on the move, rather than a fixed physical entity.**

John Murray, Reading the Gaelic Landscape: Leughadh Aghaidh naTìre,

Bealach is two year initiative supported by a Creative Scotland Creative Place award and led by An Lanntair which is commissioning cultural projects across Lewis and Harris. Further information <http://lanntair.com/creative-programme/creative-place-awards/>

The Songlines initiative was initiated by the Uig community and is outlined in the 2015 report by James Rebanks, "The St Kilda Centre - A World Class Idea". The Rebanks report was commissioned as a case study of the Ionad Hiort project and can be found here:

<http://www.ionadhiort.org/news/26/rebanks-report>

Further information about Ionad Hiort is available at: <http://www.ionadhiort.org>

The Creative Futures Partnership

The Creative Futures Partnership (CFP) is a pioneering partnership between The Glasgow School of Art (GSA) and Highlands and Islands Enterprise (HIE). It has been established to deliver transformational benefits for the Highlands and Islands of Scotland. The CFP combines the GSA's strengths in creativity and innovation with HIE's economic and community development expertise. Through research and teaching programmes, the partnership is committed to the long-term and sustainable development of a creative, entrepreneurial and internationally connected region.

The successful artist will be matched with an appropriate cultural partner on the island and a GSA research student.



*Lanntair

Bealach
Lewis and Harris
Creative Place Awards



creative place awards
www.cpa.org.uk

INSTITUTE
OF DESIGN
INNOVATION
THE GLASGOW
SCHOOL OF ART



Example Answer

Function — The brief is a 'call for artists', inviting potential candidates to submit ideas in response to the brief. The brief requires artists to create a piece of artwork for use in a particular location, (outdoor space), 'which responds to the cultural life of the island and geographic context'. This brief allows the potential artist to submit a proposal for a piece of work and provides an opportunity for the artist to choose his or her own concept and medium.

Structure — Paragraph one is used to provide a fairly wide context to the project. Paragraph two details how much the artist will be paid and who they would be expected to work with. Paragraph four is the instruction for submission of proposals. The remainder of the brief provides further information and clarification including, details of how long the project is being funded for. This section also introduces the reader to the name of the project, 'bealach', and in particular its meaning, which should help to influence the concept of the work. The brief goes on to identify who is involved in the project and provides details about the partnership between the key players. There is contact information in the form of an e-mail address and a telephone number. There is a specific deadline.

Language — The language used in this brief is mainly formal. The writer has used this style, as it has to appeal to an audience not familiar to the writer. In other words the writer of the brief and the creative individuals do not know one and other. Use of words such as 'commissioned' and 'delivered' are examples of the formal language used. The use of short paragraphs that use formal language allows information to be communicated succinctly.

Effectiveness — This brief would allow a creative team to produce a range of work without too much constraint. There are several specific requirements mentioned in the brief, and in general, these are helpful. These specific requirements include timescales, freedom to choose own concept and medium etc and expectations of working collaboratively with partners. The inclusion of external websites in the brief lets the reader explore the project context in greater detail. The requirement to submit a proposal also helps the successful applicant to know that what they have proposed would satisfy the brief.