Creative Brief

30 Second Spot
Art and Technology Symposium

Your assignment is to create a 30 second spot (advertisement) announcing the Art and Technology Festival. Include the information listed below:

**Event:** Art and Technology Festival  
**Title:** Interference Patterns  
**Subtitle:** An International Festival of Time-Based Media  
**Presented by:** UCLA  
**Description:** Ranging from cartographic projects, to explorations of the human body, to visions of technological disasters, these works illuminate an unfamiliar and complex landscape that eludes our traditional binary modes of representation.  
**Participants:** Lev Manovich, Christian Moeller, Janet Owen  
**Date:** October 30, 2003 – November 3, 2003

Part One  
Due on Tuesday November 3

1. Develop a creative concept for your ad. Write a brief statement describing your intention. **BE SPECIFIC!!**  
   a. What is the mood of your ad? What is the theme of your ad? Is there a recurring motif? What is the underlying story? Is it funny, sarcastic, futuristic, apathetic, sad, etc… Why? How will this approach speak to the intended audience?

2. Describe how the design of your ad will communicate its message. Write out your answers to the following questions and provide examples:  
   a. **Typography:** Which typefaces will you use and why? (Choose no more than two typefaces) How do they work together?  
   b. **Color:** Choose a color palette (2-3 main colors and 2-3 sub colors) and describe how it supports the mood of your ad.  
   c. **Photography:** Does not have to be a part of this project, but if you decide to use it, you must generate it yourself. Also, the imagery can only be used as stills (or animated stills – backgrounds – like the ‘found type’ project). Do not use object cut outs. Describe why the images you are using support your concept. Where will you take them? What is the tone?  
   d. **Composition:** How will you use the “screenspace” to support your creative concept?  
   e. **Animation:** How will you express the tone/mood through rhythm, pacing, and movement, scale, etc. How will a narrative unfold over time?  
   f. **Illustration:** please don’t use illustration.

Remember: Keep it Simple!!! Answers to the above questions will set the foundation for the rest of the project. You don’t have to use every device we discussed in class. Just be specific with your intentions and objectives and you will have a solid basis.