Framework for a Brief

A guide to writing project briefs

ALAS

APPLIED
LIVE
ART
STUDIO

Theme

This describes the critical engagement the project should have.

- What do we stand for?
- What do we stand against?
- What possibilities have we seen?
- What ideas do we connect with?
- What work from other fields inspires us?

Opportunity

This describes the scale, nature and ambition of the project.

- What type of thing can it be/can't it be?
- What do we want it to do/make/show?
- Who else is invested and what do they expect?

Where is it?

- Does it exist online, in person or both.
- If it's physical, where on earth is it? What is that place like?
- If it's online, where do we find it in time, space and through which communities?

Who is it for?

- Who is most likely to participate?
- Who do we most want to participate? Maybe describe them as a person.
- Is the person above the most likely to participate?
  If not, how can we encourage them?
- What groups might it be most relevant to?
- What places might they be in?

What would success be in terms of:

- Participant numbers?
- Participant stories?
- Types of participants?
- Behaviour change?
- Personal practice?
- Press coverage?

What is less interesting:

- What should we avoid, or use as a measure of diverging from the goal?
- Which projects fail by our standards?
- What would be too easy or too obvious?
- What would be a distraction?

Key References

Anything that inspires or reminds us why we're doing the project.