



- Document Name:** *Creative Brief*
- Document Number:** *ITDTG_WD-CB_1.3*
- Document Version:** *v.1.3*
- Document Family:** *Web Development*
- Document Purpose:** *The ITDocs-to-Go! Creative Brief document provides a high level outline for a creative producer (or its equivalent) to organize information for presentation to a web development team and/or upper management. In the sections below, replace the examples with your own company's information in order to articulate the specified aspects of your web project. This document is intended to be used with the Navigation Brief (ITDTG_WD-NB), Editorial Brief (ITDTG_WD-EB), Functional Specification (ITDTG_WD-FS) and the Detailed Site Specification (ITDTG_WD-DSS) documents.*
- Document Audience:** *Creative Producer, Web Development Team*

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