
Gene Mollica Studio, LLC

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Creative Brief

DATE:

Please use this Creative Brief as a guideline - if you prefer to write in a separate document that covers the points below, that's fine. From this brief, we will create a Statement of Work describing the scope of the entire project, a schedule of deliverables and the payment plan which client and Gene Mollica Studio, LLC will agree to.

Client Name and Contact Information:

Series Name and/or Book Name(s):

Author Name (as it should appear on the cover):

Brief Story Synopsis (including Genre):

Description of Character(s): Physical traits of the character(s) and specifics of costumes and accessories, attitude, etc. You can also send images of look-a-like references, poses, etc.

Description of World: Please include descriptions of scenery, settings, mood, colors, era, time of day, etc. to help bring the world of the story to life.

Tone/Mood: What feelings should the cover(s) evoke when the potential reader sees it/them? i.e., rollicking good fun, dark and foreboding, sexy and flirtatious, edgy and tough, etc.?

Key Scenes/Concepts to Consider: *Optional* - please provide any thoughts on scenes or concepts to illustrate for the book or for each of the books in the series - for example a climactic scene in the story, a particular pose that you feel represents the character, etc. We'll work through the concepting process together so this doesn't need to be very detailed, unless you have a very clear idea already on what the concept(s) should be.

Inspiration: *Optional* - other books, movies, games, etc. that you think might prove inspirational for this work in terms of look, feel, tone, etc.

Key Dates to Plan For in Development Timeline (Release dates, promotion dates, presentation dates, etc.):

Publication Mandatories: any details you have on how this will be published and what file requirements and deliverable implementations you'll need (e.g., front cover only for an e-book, trim size and page length for print, etc.)

Anything Else? anything else you want us to know or consider as we get started...

