



Creative Brief

The brief is a crucial part of the production process, as it helps develop an understanding between the show team, designer, and staff. It is an important point of reference for all parties and assists with consistency, clarity of the look and feel of the production. It is a good tool to aid the marketing co-ordination of the full season.

OSLT Production Title:

Director:

Producer:

Musical Director (if applicable):

Choreographer (if applicable):

Playwright:

Performance Dates:

Play Synopsis:

Central Image Mandatory Elements (if any):

Creative Tone and Manner (see Appendix):

Producer: _____

Director: _____

Date:

APPENDIX

Creative Brief

magical	frightening	surreal
mysterious	scary	thought provoking
nostalgic	absurd	relatable
lively	sympathetic	complicated
spirited	sense of justice	reflective
vibrant	dark	mischievous
passionate	wise	brilliant
satirical	gentle	knee slapper
humorous	complex	pointed
diverting	drama	insightful
suspenseful	comedy	irreverent
sad	witty	intense
serious	absurd	intimate
hopeful	ironic	ironic
life affirming	quick witted	informative
optimistic	love story	humble
ludicrous	sexy	gentle
matter of fact	whimsical	iconic
macabre	playful	
haunting	raging	
child-like innocence	romantic	
educational	tragic	
secretive	political	
light hearted	historical/period	
gruesome	steamy	
philosophical	farcical	