

Creative Brief

A creative brief is an interpretation of the ideas and vision for a product — whether it's a graphic design, video, or other content type. It tells the story and explains why it's important to the audience, serving as a guide for the creation of new materials.

I Now Know (INK)

For what shall it profit a man, if he shall gain the whole world, and lose his own soul?

— Mark 8:36, King James Version, The Bible

I Now Know, also known as **INK**, is AUSAR's debut album.

And, for the first time in his musical career, AUSAR creates space to loudly relish and parade in his success. He's verbose about his competitiveness and feels no shame in letting his peers know that he's in the major league—in fact, he dares them to compete.

At the same time, AUSAR exposés some of his dirtier, less glamorized experiences: the devastating defeats (and even the small losses) that have accompanied every major win.

In many ways, **INK** is that familiar, bittersweet story of the champion who attains material gain but questions the sacrifices: the temporal, but sometimes permanent, damage that's left in the wake of family life, friendships, romantic interests, and one's personal well-being.

Yet, this album is more than a retelling of the intimate and contradictory nature of success and sacrifice. It reveals AUSAR's appetite to learn from his faults, eclipse his counterparts, and finally write what he knows to be his destiny and legacy—all in ink.

Success - Sacrifice - Competitive - Major League - Win - Defeat - Compete - Champion - Legacy -

Notes

- In many of AUSAR's videos and photos, he'll be interacting with a phone. The phone personifies AUSAR "busyness" and thus how neglectful he's been to most people/parts of his life as he chases his dream. We need to draw special emphasis on the phone in as much of his video and phone content as possible.
- The album artwork will be a bit more serious / dramatic. But for the video content, we'll be more open minded so that we can create more engaging, funny moments that will draw people to rewatch.

Album Artwork Concept(s)

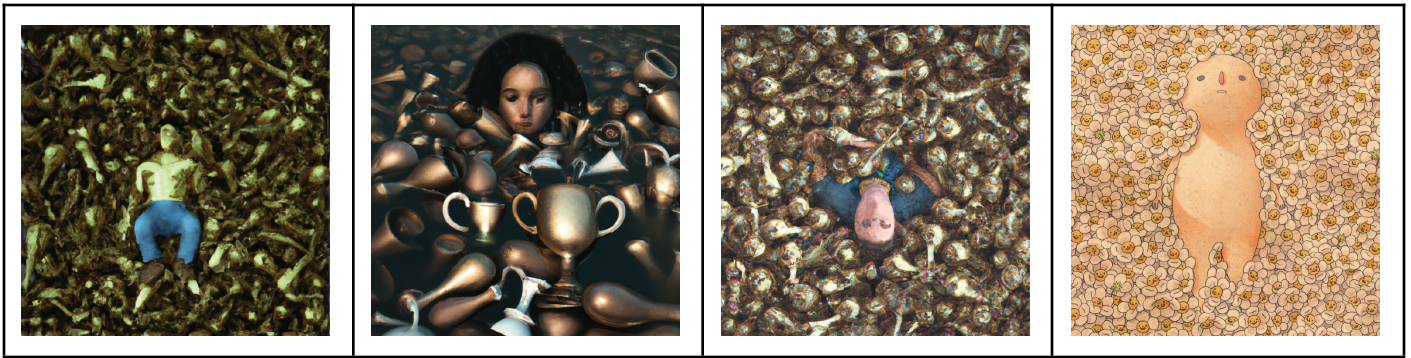
Concept #1

Scene: Looking aerially at the camera, AUSAR lays flat in a puddle of trophies that covers his entire body — staring blankly (or while forcibly cracking a smile).

Context: The trophies are the materialization of AUSAR's "successes"; his ambivalent and somewhat melancholy facial expression represents the uncertainty about the sacrifices he's made to earn his accomplishments.

INSPIRATION

None of the inspiration below is to be taken as literal photo direction; rather, it's meant to help illustrate our concept at a higher fidelity.



Concept #2

We want to recreate the (vintage and) famed Olympic Podium photograph that shows 1st, 2nd, and 3rd place contestants. Except in our version, AUSAR is photographed as all three winners.

Learn more about the [Olympic Podium](#).

🏆 1st Place Podium

- **Scene:** Standing at the 1st place podium, AUSAR stares bleakly and looks unexcited about his victory.
- **Context:** Every big win comes with great sacrifice and it often leaves AUSAR wondering if those sacrifices were worthwhile. This scene personifies those experiences and feelings.

🏆 2nd Place Podium

- **Scene:** Hunched over a desk at the 2nd place podium, AUSAR hustles (and writes his way) toward the coveted #1 spot.

Alternatively, AUSAR might also be standing with a mic and wearing headphones — imitating a studio session; or he might be sitting cross-legged on the podium writing raps in a journal (with crumpled and disorganized papers) all around. All in all, this scene can change as long as the sentiment is being communicated.

- **Context:** Albeit a lonelier path, and filled with intensity and focus, AUSAR is often comforted by his art and consumed by his work-ethic.

🏆 3rd Place Podium

- **Scene:** AUSAR stands at the 3rd place podium surrounded by his family and friends.
- **Context:** Unbothered by attainment of professional accolades, AUSAR can finally enjoy what matters most: his loved ones.

SKETCH OF CONCEPT

This concept could also be much simpler. On Podium #1, AUSAR could just look disinterested. On Podium #2, he could simply be glaring at #1. And on Podium #3, he could be standing (facing the camera) smiling and cheering.

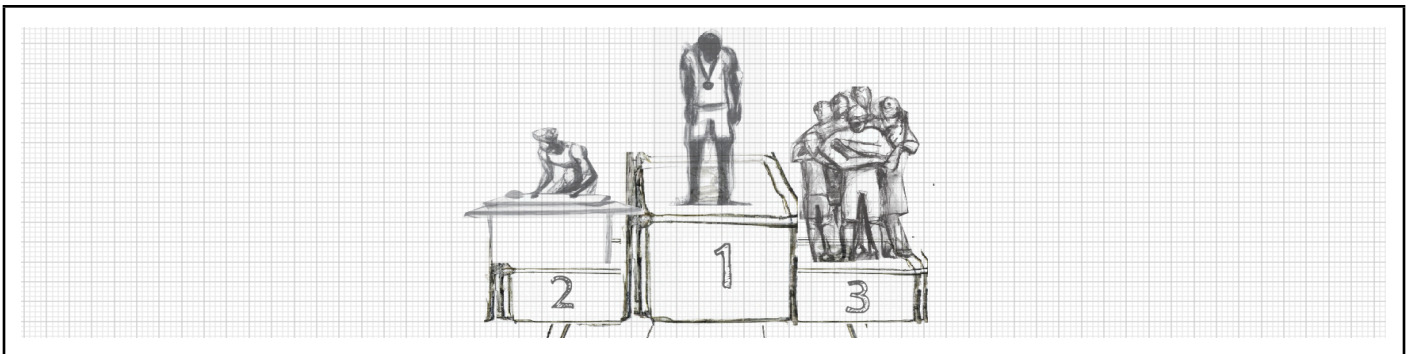


PHOTO INSPIRATION

None of the inspiration below is to be taken as literal direction on how to shoot the album cover; rather, it's meant to help illustrate our concept at a higher fidelity.



To prime AUSAR's audience for the artwork (as part of our marketing rollout), let's capture supplemental footage of AUSAR. Here is some inspiration to inform the types of shots we might be able to take.

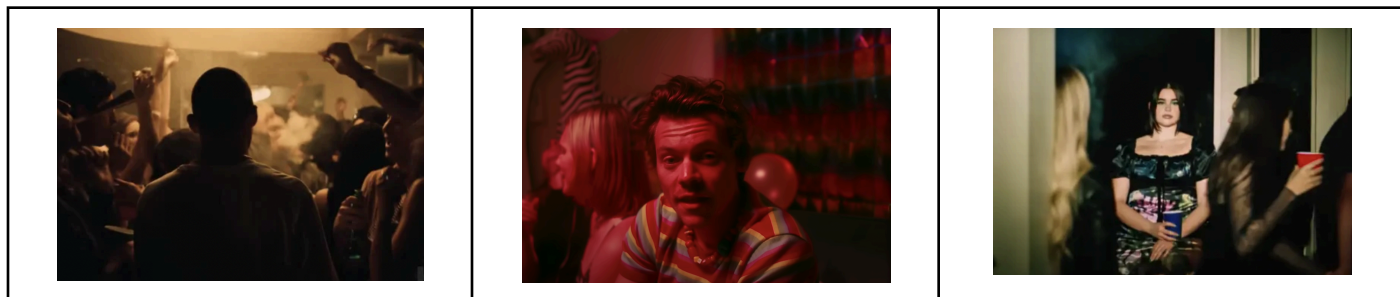


Single Artwork Concept(s)

Single #1: Don't Date Rappers

- **Scene:** While at a party, AUSAR looks completely uninterested while women bid for his time and attention.
- **Notes:** We'll capture video footage of AUSAR looking at his phone and being asked to do some spoken word – so, when the video drops, it'll be connected to the single artwork.

INSPIRATION

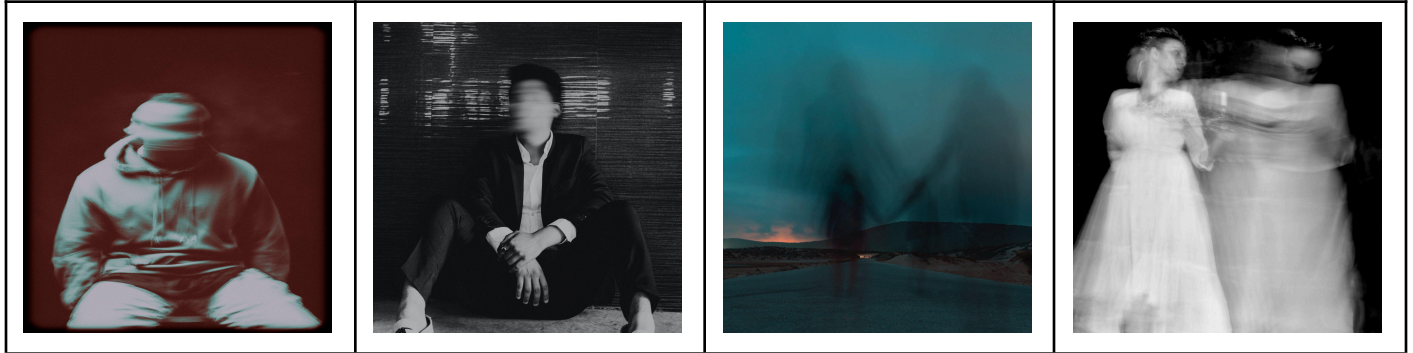


Single #2: Ghosted

- **Scene:** AUSAR is sitting in a “worn-down mansion”, or outside a dilapidated building, or in a creepy parking lot, in front of a weird motel, etc. His head is captured in motion-blur (so he appears as a “ghost”).
- **Context:** Ghosted should feel eerie and reflect AUSAR’s inner turmoil from ghosting a bunch of women, friends, and family. Ghosted is about AUSAR living with decisions that he wished he could’ve taken back. The picture should reflect that AUSAR is coming to terms with the “voices” in his head.

INSPIRATION

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Single #3: List

Scene: AUSAR sits in front of a backdrop that’s covered with pictures and posters of his accomplishments. On top of those accomplishments, there are a few Post-It notes that spell out the word “LIST”. In the forefront of that picture AUSAR would smile as people take pictures of him on their phones.

Context: In LIST, AUSAR is proud that he’s come so far, but he’s also addicted to the feeling of his accomplishments. This creates a never-ending cycle that makes it impossible for him to take a break without feeling guilty—but when the high’s hit, there’s no feeling like it.

INSPIRATION

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Video Concept(s)

Ghosted

Link to Shot List: N/A

Scene: AUSAR moves around his house while supernatural events happen around him. The band will play their respective instruments in different rooms — but they'll do so with their faces covered or in a spooky manner (e.g., Kurt might wear a lamp shade over his face while playing the bass).

AUSAR, who doesn't believe in ghosts, sets a trap to catch the culprit causing these events—and it turns out to be his evil twin! After catching his doppelganger, AUSAR goes into a dimly lit room to think because he feels like he's losing his mind. Visibly thinking and covering the sides of his head, a bunch of people appear and start singing the background vocals (at the start of the second chorus), but you don't see their full face, just their mouths.

Don't Date Rappers

Link to Shot List: N/A

Part 1: Flavor of Love Parody

Part 2: In the first half of the video, AUSAR and a few of his rapper friends are in a speed-dating television show. The second half of the video is set at an open mic centered around [Foggie](#) and a love interest. Both Foggie and his date are having dinner while AUSAR performs spoken-word in the background.

List

Scene: This will be footage that we gather during the 4-city tour. While in ATL, Deanta Hitchcock will rap his verse into a phone.