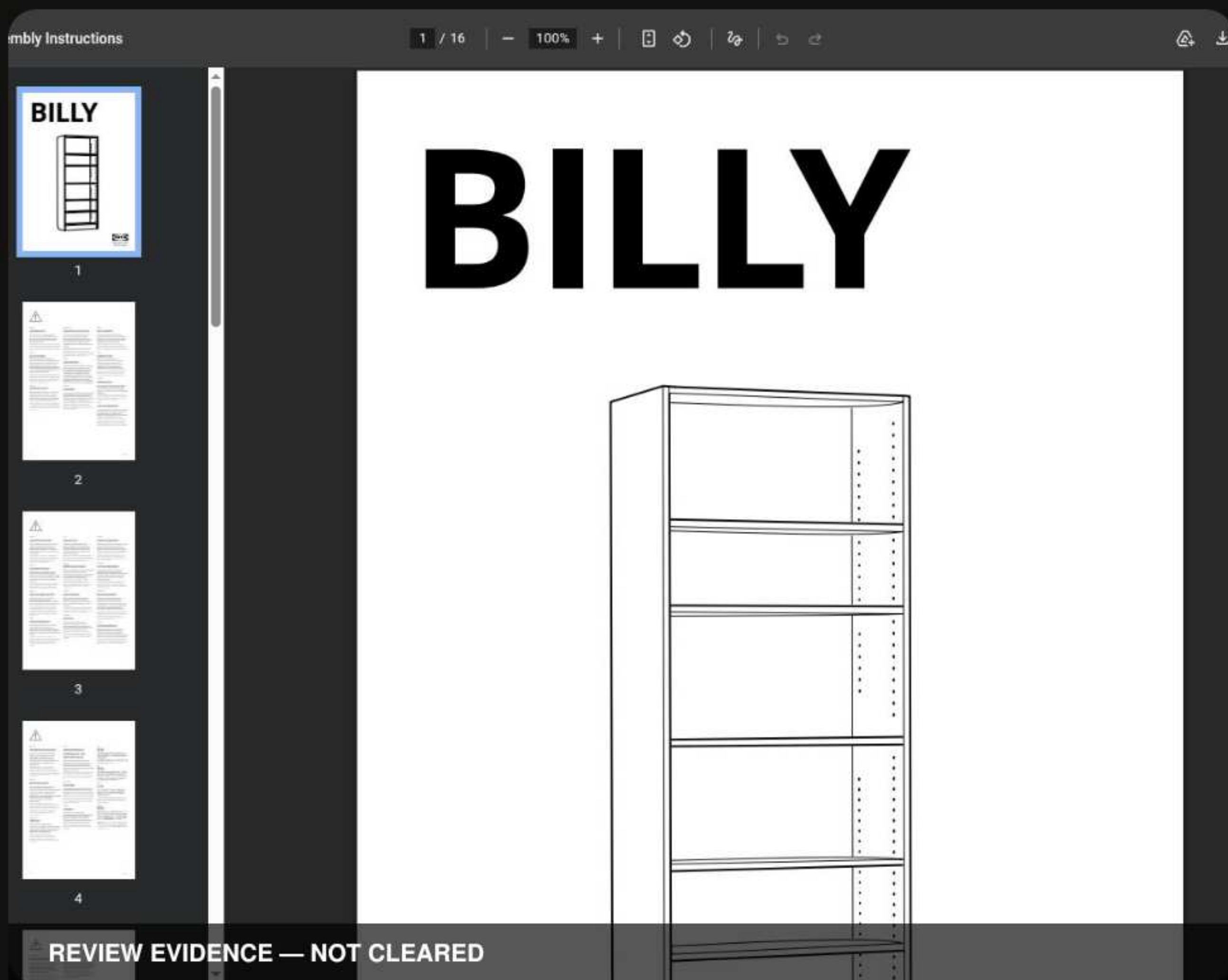
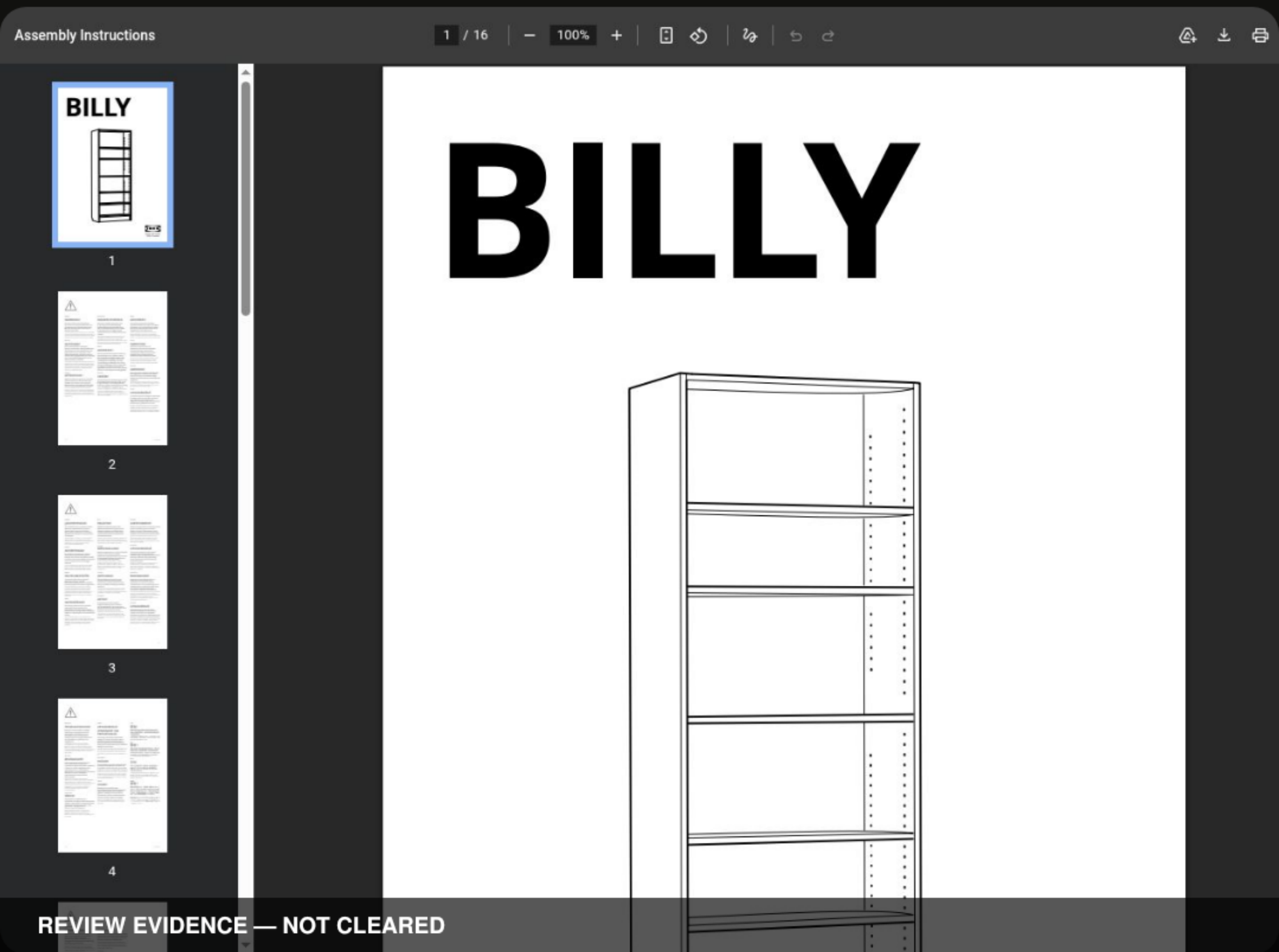




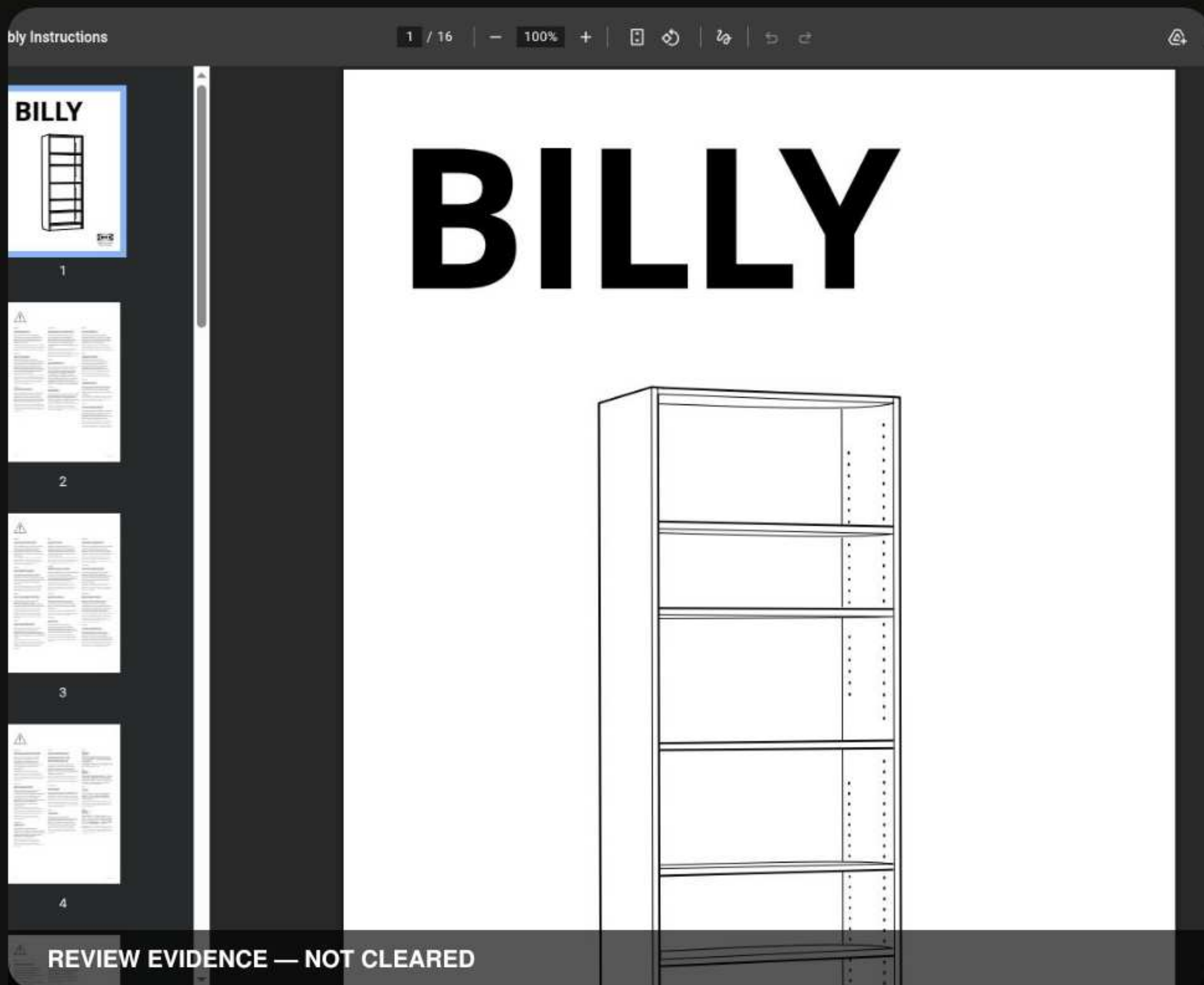
Short language can hide a room full of decisions.

Full usage · worldwide · perpetual · raw files included each require operational definitions.



Keepable tool: the creator-brief build sheet

Objective · audience · deliverables · contributors · routes · edits · approvals · closeout



The brief is where an Institution of One first becomes visible.

Make the work legible before asking one person to carry it.