

D E S I G N B R I E F



Although every creative project is unique, whether large or small, complicated or simple, each one requires a brief. Before any work can be commenced we need to confirm the parameters, goals and restrictions. Traditionally, briefs have varied in format, from casual discussions or napkin-sketches, or from simple e-mails to written toms. But in our experience the best briefs are the ones that provide us with certain key pieces of information. The guide below will prompt you to provide the most useful pieces of information, whether the answers are short or long or 'not applicable', and will enable us to begin finding a solution to your communication challenge. Please also remember, the more information you provide, the more thorough our thinking can be and hopefully the better our solution will be.

Please supply:

Project type and title:

Project background (relevant company/product/service information):

Project objectives/purpose(s)/desired response:

Target audience:

Competitors:

Work required (creative concepts, design, artwork, copywriting, etc):

Specific instructions (size? colour? style? positions? look & feel? likes/dislikes?):

Images/photos (existing? to shoot? to source via libraries?):

Logos and text (to be supplied?):

Any guidelines to follow? (supply information):

Any existing marketing to be aware of?:

Production timetable/deadlines:

Budget:

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