

DESIGN BRIEF

The brief will provide a clear understanding what is required and establish your target audience to then deliver an appropriate, effective solution.

COMPANY

NAME

Estimate No.

THE BRIEF (an outline on what you want to achieve)

(point>design to complete)

MAIN MESSAGE YOU WANT TO PROMOTE

WHO IS YOUR TARGET AUDIENCE? (Age, Sex, Type, Interests, Behaviour)

WHO ARE YOUR MAIN COMPETITORS?

TYPE OF MEDIA (Logo, Branding, Printed material, Website, etc - are you open to suggestions?)

WHAT IS THE LOOK AND FEEL? (Do you have a style in mind? Visit our styles page for some ideas)

WHAT ELEMENTS HAVE TO BE INCLUDED IN THE DESIGN? (Do you have a style guide?)

WHAT IS YOUR BUDGET?

WHAT IS YOUR DEADLINE?

DO YOU NEED A COPY WRITER?

DO YOU NEED PHOTOGRAPHY?

DATE: