

## **Creative Brief Template (For Campaigns, Branding, Print)**

Date:

Project Contact:

Project:

### **What is a creative design brief?**

First off, you may want to know what a design brief is. A design brief is something that is vital to any design project as it will provide us with the information needed to exceed your expectations.

A design brief should primarily focus on the results and outcomes of the design as well as the business objectives of the design project. It should not attempt to deal with the aesthetics of design. That is the responsibility of us, your design team.

The design brief also allows you (the client) to focus on exactly what you want to achieve before any work starts on the project.

A good design brief will ensure that you receive a high quality design that meets your needs.

### **How to write an effective design brief.**

If you answer these questions below in an ordered and detailed fashion, your design brief will be 90% done; the other 10% will come from further questions from us after you submit your brief.

Have fun answering the questions and remember, provide as much detail as possible!

### **What does your business do?**

What does your company / organization do?

What is your company's history?

*Tip: Never assume that we will know anything about your company. Be clear and concise and avoid jargon when replying.*

### **What are your goals? Why?**

What is the overall goal of the new design project?

What are you trying to communicate and why?



Are you trying to sell more products or raise awareness of your product / service?

Who are your competitors?

How do you differ from your competitors?

Do you want to completely reinvent yourself or are you simply updating your promotional material?

*Tip: You should provide past promotional material to assist us.*

### **Who is the target market?**

What are your target market's demographics & psychographics? i.e. the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.

*Tip: If you have multiple audiences, rank them in terms of importance.*

### **What copy (text) and pictures are needed?**

What copy needs to be included in the design? Who is providing the copy?

What pictures / photographs / diagrams etc. need to be used? Who is providing these?

*Tip: The copy and pictures used in a design are as crucial as the design itself and you should clearly state who is going to be providing the copy and pictures if needed. You may need to look into getting a professional copywriter / photographer - just ask us!*

### **What are the specifications?**

Do you have a size in mind?



Where is it going to be used? The web, business cards, stationery, print materials on a vehicle?

What other information should we know in regards to specifications?

### **Have you got a benchmark in mind?**

Provide us with some examples of what you consider to be an effective or relevant design (even if it is from your main competitors). This will set a benchmark.



Provide us with things not to do, and styles that you would not like to see in your design. This will give us an idea of what to avoid.

### **What is your approximate budget?**

Providing a budget allows us to maximize time and resources for your project.

### **What is the time scale / deadline?**

A detailed schedule of the project will allow us to set a realistic deadline for the completion of the work. You should take into account the various stages of the design project such as consultation, concept development, production and delivery.

*Tip: If a rush job is needed, please be upfront about it so we can plan better for it.*