

Design Brief Template

Delete the coloured areas.

(Edit the text in brackets to meet your requirements)

A design brief establishes expectations between a business and the designer. A design brief will vary with each project, but this template should give you a general guide to the information you need to provide to your graphic designer.

Business name: (Insert your business name here)

Client contact: (Insert your name, email and phone number)

Business website: (Insert business website here)

Introduction: (A short summary of your business and a brief history)

Requirements: (What do you need? *Webpage design, marketing material, design for print, PowerPoint presentation etc.*)

Key objectives: (What do you hope to achieve with the design project? Are you looking to gain more sales, increase brand awareness, or advertise a product or service? What is the message you are trying to deliver to your clients.)

Current Situation: (What has prompted this need for design? Are you trying to keep up with or out do your competitors? Do you need to increase sales?)

Target Market: (Provide a description of your target audience. Include details such as occupation, gender, average age, nationality/location, psychological demographic, lifestyle preferences.)

Copy and images: (*Will you be supplying the text and images? Do you plan to use stock images? Would you like icons and illustration included in the design?*) Here is the place to outline what you need and what you already have. Provide your logo and tag line if you have one, provide previous design work that you'd like the designer to reference. Email these files to the designer along with the brief.)

Format: (Specify if it's for print, web or both. What you require in terms of file format, file size, resolution or other attributes. For printed items tell the designer about any stock images you plan to use as factors such as absorbency can affect the final result and therefore effect the designer's approach.)

Inspiration: (Have you got any examples of a successful or relevant designs you want your designer to consider? Any examples of work that you either like or dislike will help the designer gain a clearer idea of what you hope to achieve.)

Budget: (Provide an idea of how much money you plan to spend. This enables the designer to be realistic when they provide options.)

Schedule and timeline: Give the designer a realistic deadline. Consider that each project is broken down into stages, such as, initial concept, development of the design, feedback from you,

production and the delivery of the final files.