

DESIGN BRIEF

This design brief is a written explanation of your project given to the designer at the outset of an assignment. As the client, you are detailing your objectives and expectations and defining the scope of work. You are also committing to a concrete expression of the project that will be referred to as the project moves forward. This design brief, supplemented with additional material as necessary, will help ensure that we obtain basic creative and positioning information before we begin to work on your assignment. If this brief raises questions, all the better. Questions early are better than questions late.

Here are examples of the types of questions that you should ask yourself when using the brief:

Project Objectives

What is the purpose of the project?

Examples: raise market awareness by 25%, sell 2,000 widgets, and educate existing customers, inspire salespeople, revitalize your corporate image, meet a legal requirement, and build company loyalty or esprit de corps. A creative approach can only be developed to address primary and secondary objectives only; no creative vehicle can be expected to accomplish more.

Target Audience

Are they already knowledgeable about the product, or not?

What motivates them?

Who are the readers/viewers/customers?

Determine sex, age, job titles, social/economic conditions, employment, and geographic concentration.

Product Description

What are its features?

What are the product specifications, components, manufacture, delivery, and additional marketing applications?

How is your product used in everyday application? What is it that's different, unusual, or unique?

Customer (user) Benefits

How will your customer be better off?

Does your product save time, effort, money?

If so, how much?

How relatively important are these benefits to the customer?

What are the tradeoffs (example: higher quality usually means higher price)?

Determine all benefits, but rank them—concentrate on the one or two strongest.

Be as objective and specific as possible.



Visual Communications
For Business Results

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Support for Benefits Claims

Do you have proof of product benefits: test data, focus group reports, and user testimonials?

Provide only facts, not opinions; specifics, not generalizations.

If available, provide information that is quantified.

Competition

What similar products/services are available in the marketplace and how good are they?

Provide names, specifications, prices, good and bad features.

Creative Considerations

What limitations or constraints do you have?

For example: budget, schedule, size, paper, use of color, number of photographs and / or illustrations, corporate standards, personal likes / dislikes.

Distribution

Where will the ad run, the brochure be distributed, the mailer mailed?

Will your distribution process affect budget, creative time, use of color, and fabrication requirements?

Most Important Point!

Most communications leave only one overall impression.

“If you could choose only one thing the reader/viewer would remember, what would it be?”

Please contact me if you need any assistance in completing any part of this document.

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3 Target Audience(s)
<i>Primary</i>
<i>Secondary</i>
4 Business Description
<i>Key Features / Differences</i>
<i>Special or Differentiating Characteristics</i>
5 Product(s) Description
<i>Key Features</i>
<i>Special or Differentiating Characteristics</i>



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10 Formats	Sizes	Color usage	Photos / illustrations
<i>Item 1</i>			
<i>Item 2</i>			
<i>Item 3</i>			
<i>Item 4</i>			
<i>Item 5</i>			
<i>Item 6</i>			
11 Outside Services			
<i>Photography</i>	<i>Rights Managed</i>	<i>Royalty Free</i>	<i>Custom</i>
<i>Illustration</i>	<i>Rights Managed</i>	<i>Royalty Free</i>	<i>Custom</i>
<i>Typesetting</i>			
<i>Writing</i>			
<i>Translations</i>			
12 Quantities	English	French	Bilingual
<i>Item 1</i>			
<i>Item 2</i>			
<i>Item 3</i>			
<i>Item 4</i>			
<i>Item 5</i>			
<i>Item 6</i>			
Additional Information			
Approval to proceed with budget estimate			
Date		Client Name	
		Signature	