

## **PROJECT OUTLINE**

### **DEFINITION**

A design brief is a written explanation - given to a designer - outlining the aims, objectives and milestones of a design project. A thorough and articulate design brief is a critical part of the design process. It helps develop trust and understanding between the client and designer - and serves as an essential point of reference for both parties. Above all, the design brief ensures that important design issues are considered and questioned before the designer starts work.

### **COMPANY PROFILE**

Please write a synopsis of your organization or company. Don't take this information for granted, and don't assume that I will necessarily know about your industry sector. What does your organization do? How long you have been established and how many staff you employ? Please give as much information as possible.

### **MARKET POSITION**

A realistic evaluation of your company, service, or brand relative to your what the competition is doing. What is your niche market?

### **CURRENT SITUATION**

Explain what's happening to bring about the need for this project. For instance, a new product launch that needs advertising.

### **GOALS**

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 get awareness of your product / service? How do you differ from your competitors? Do you want to completely reinvent yourself or are you simply updating your promotional material? What tone should be used to engage them?

### **AUDIENCE**

Detail your primary, secondary and tertiary audiences. Explain if you are looking to consolidate your existing client-base or appeal to new markets. Detail any demographic figures about your audience that may be useful to the designer. These may include age, sex, income, occupation and location.

### **MARKETING**

Make sure to include samples of your company's current marketing materials - even their only purpose is to explain what you don't want from your new marketing materials.

### **SAMPLE WORK**

Please include some examples of what you consider to be effective or relevant design even if it is from your main competitors. Also provide the designer with things not to do, and styles that you do not like or wish to see in your design. This will give me an idea of what to avoid and will avoid disappointment on your behalf.

## **COPY MATERIAL**

Please include any text, images and diagrams that you require to have on the web site. If material can not be provided at the present time, please include the contact information of those who will be providing the material.

## **BUDGET**

Please give an honest estimation of your budget towards this project. A budget expectation will give the designer a good idea of the type of solution they will realistically be able to provide.

## **MILESTONES**

Give your designer a detailed and realistic schedule of how you would like the project to advance. Take the following into consideration: Consultation (research, strategy, brief development); Creative (concept and design development); Production (artwork, printing and other production); Delivery. If you are working with a third party or team and need deliverables by a certain date, please specify below. Please also include a desired completion date.

## **TIPS**

- Consult with as many people within your organization as possible before sending the brief. Showing the design brief to different people may reveal remarkable differences in the way people see your organizations aims and objectives. Resolving any differences in opinion will save considerable time and expense further down the line.
- Whilst you should write in clear, concise way - there is no reason why you cannot use emotive language to emphasise exactly what you are trying to achieve.