Design Brief Checklist

A well thought out design brief helps to turn the ‘gobbledygook’ in your head into a well thought out strategy for your design and places you in a position to communicate effectively at your initial consultation. The more organised you are and the less time you spend with us, the cheaper it is for you!

To help you formulate your ideas we have devised a template to streamline your thought process. This will help you to focus on exactly what you want to achieve before any work starts on your project.

These are the sort of details we will be asking, so you might find it useful to work through the checklist below and bring it along to your consultation:

Your details

Name:
Department / Business:
Address:
Tel. No:
Mobile no:
Email:
Cc Email:
Departmental work order / project number:
Departmental account number:
For items to be printed - Delivery address including room number:

Other important details

What is your time scale / deadline?

- Please provide a detailed schedule of your project and set a realistic deadline for the completion of the work. We can help you with this. Please take into account the various stages of the design process such as consultation, concept development, production and delivery.
What Is Your Budget?

- Providing a budget prevents us from wasting valuable time and resources when trying to maximise your budget.

Design brief details

What does your department / business do?

- Please provide us with an overview of what you’re about. This will help us to design a concept which will be unique to you and will send out the right message to your target audience.

Job Title?

- What are you going to call this project?
- We will provide you with a unique reference number (URN) number for your design.

What are the goals of your project? 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?
- How do you differ from your competitors?
- Do you want to completely reinvent yourself or are you simply updating your promotional material?
- If you have any, it would be helpful if you could bring some of your current promotional material to the initial consultation.

What are the specifications?

- What is the size of the design going to be?
- How is it going to be used? (online, or as printed product?)
- What other information do you want us to consider regarding specifications?

Who is your 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.
  If you have multiple audiences, please rank in terms of importance

What copy (text) and images are required?

The copy and pictures used in a design are as crucial as the design itself. You need to clearly state who will provide the copy and images, and by when.
What images / photographs / diagrams etc need to be used?
Who is providing the images? Please provide name, email and telephone number.
Who is providing the copy? Please provide name, email and telephone number.
What copy (text) needs to be included in the design?

Please note images used for printed material need to be supplied as high resolution files – 300dpi

Images for online projects can be supplied as RGB files, 72 dpi.

Have you got an idea in mind?

- If so please provide brief examples of style / overall look you want the design to achieve.
- What aspects of the product or branding can be used as the starting point for the design?

Please note, you can provide us with examples of what you consider to be effective or relevant design, even if it is from someone else. Though your final design may not be the same as the sample, it will set a benchmark for us and will allow you to refer to a tangible product during the consultation process.

Equally important, you can 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, so that you are not disappointed at the proofing stage.