The Design Brief

Here is a step bye step guide how to write a brief for your design project. If the brief isn't right, there is no chance of getting the design right. It costs extra to change the brief mid way so it is in your benefit to get the brief right on the outset. Although a written brief is not essential, it does help to clarify the design and marketing objectives - and it minimises the chances of misunderstandings.

As a web led design company, we have a check list of essential facts which we run through to make sure we have all the necessary information before we start any creative work:

Objective

- What is the main purpose of the project?
- What do want to say?
- Who is the target audience?
- What is the product/service
- How is the product/service being positioned in the market place?
- What is the life expectancy of the end product?

Background

- General or specific background to the market?
- What is the long/short term marketing strategy?
- Who are the competitors?
- Examples of existing company/brand material
- Examples of competitors material

Format

- Size, shape , portrait or landscape, number of pages
- Ask for any suggestions for any unusual formats

Design

- What is the project's overall visual image?
- What is the company/brand present image?
- Simple synopsis of copy content
- What photo's /illustrations are available or required?
- Company/ brand logo's, colours/ identity rules

Budget

- Is there a maximum budget to work within
- Detailed estimate on all stages before work begins

Deadlines

- When is the end product required?
- When is the final copy required? (this option is only when you require us to produce or re-write copy)