

Christa Meyer
Alpenstrasse 5
CH-6004 Luzern
Switzerland

www.graphicsite.ch
info@graphicsite.ch

+41 41 410 24 93
+41 79 680 35 10

DESIGN BRIEF

What is a Design Brief?

A design brief is something that is vital to any design project as it will provide the designer(s) with all the information needed to exceed your expectations.

A design brief should primarily focus on the results and outcomes of the design and the business objectives of the design project. It should NOT attempt to deal with the aesthetics of design...that is the responsibility of the designer.

The design brief also allows you (the client) to focus on exactly what you want to achieve before any work starts on the project.

A good design brief will ensure that you get a high quality design that meets your needs, providing you have chosen the right designer.

How to write an effective Design Brief?

If you answer these questions below in an ordered and detailed fashion, your Design Brief will be 90% done...the other 10% will come from further questions from the designer after you submit your brief.

HAVE FUN answering the questions and remember, provide as much detail as possible! No one line answers.

1. What does your business do?

- _____
- _____
- _____
- _____

2. What is your company's history?

- _____
- _____
- _____
- _____

3. What is the overall goal of the new design project?

- _____
- _____
- _____
- _____

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4. What are you trying to communicate and why?

- _____
- _____
- _____
- _____

5. Are you trying to sell more products or get awareness of your product / service?

- _____
- _____
- _____
- _____

6. How do you differ from your competitors?

- _____
- _____
- _____
- _____

7. Do you want to completely reinvent yourself or are you simply updating your promotional material?

- _____
- _____
- _____
- _____

8. Who is the target market? Demographics, psychographics, age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach?

- _____
- _____
- _____
- _____

9. What copy (text) and pictures are needed?

- _____
- _____
- _____
- _____

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10. Who is going to provide text and pictures (a professional copywriter, photographer)?

- _____
- _____
- _____
- _____

11. What size is the design going to be?

- _____
- _____
- _____
- _____

12. Where is it going to be printed / used? The web, business cards, stationary, car? Other specifications?

- _____
- _____
- _____
- _____

13. What benchmark should you provide to the designer? Show him effective or relevant designs what he should do or NOT should do!

- _____
- _____
- _____
- _____

14. What is your budget? Providing a budget prevents designers wasting valuable time and resources when trying to maximize your budget. It also allows designers to know if the project is going to be worthwhile to complete.

- _____
- _____
- _____
- _____

15. What is the time scale / deadline? There are various stages of the design project such as consultation, concept, development, production and delivery.

- _____
- _____
- _____
- _____