

Briefing a designer

Buying creative services can be a daunting task. The brief is the document that describes what is required at the end of the project and the success criteria. It is created from a good understanding of the issues found by defining the problem. The brief is the starting point for design activity. Your brief should provide all stakeholders involved on a project with a clear understanding of the extent of the project and your expectations of the outcome. A good written design brief is also proven to reduce the risk of error and misunderstanding, which can be both costly and time consuming.



Overview

The brief should outline what you want to achieve.

The brief should be specific, measurable, achievable, realistic and time-related.

The brief should have been agreed with all the key internal stakeholders before proceeding.

The big picture

What is your business good at?

And what do you need to improve?

What are the biggest threats to your business?

What are the biggest opportunities?

What is your competition doing?

Project aims

What do you want to achieve?

Examples include: sales growth, bigger market share, cost reduction, higher profit margin, better brand awareness...

Target audience

Who is your customer?

What does your customer think about your offering?

What do you know about your market?

What new trends might influence what your customer buys?

Project specifics

Why this project and why now?

Who within your team will be responsible for the project?

Are there any constraints, technical or legislative standards or safety requirements?

What delivery channels will you use - print, digital, website, social media?

Who else will be involved and how?

What is the time frame for delivering the project?

What is the budget for the project?

What should the budget cover?

Assets

Do you have an existing brand identity or logo, and if so as a vector (.eps) file?

Do you have any existing brand guidelines we need to be aware of?

Do you have existing high resolution photos/illustrations/video we need to be aware of?

Do you have any particular colour/style preferences we need to be aware of?

... anything else

Do let us know of anything else that will be of benefit to us in better understanding your business, products and service. The more information we have to your organisations background, it's current standing and your expectations, just jot it down.