

CREATIVE DESIGN PROJECT BRIEFING

date:

Project title:

1. Overview of the project

Please summarise the task! Describe the information and basic objectives of the project.

2. Required deliverables, requested products

Please list the outcome products you would like to receive at the end of the project.

3. Description of company / institutional background

| | |
|---|--|
| What does the organisation do? What is the aim of the organisation in relation to the project? | |
| How is the organisation/ company different? What makes it different from competitors? | |
| What is the current market situation of the company? What do you think the competitors are up to? | |

4. Audience

Who is the primary audience you are trying to reach? What do they currently think of you, how do they feel about the company?

5. Message

What is the main message that the audience should hear/understand? What is the main benefit you want your customers to understand? If you had to list two more benefits, what would they be?

6. Emphasis, tone

Do you want to communicate in a fun and casual or a considered and formal style? Do you have a specific visual goal or message you want to convey or convey?

7. Budget and timetable

What is the budget for the project? What is the deadline for the creative work to be completed?

8. Further information

How many iterations should we expect during the approval process? What process does the creative go through before it is approved in the draft? Are there any specific specifications, guidelines, or perhaps previously completed work that you can share with us at this point that we should consider when designing? Have you been involved in a similar project before and what were your experiences? - We would be happy to hear if this would help us to work together as smoothly as possible.