

WHAT IS A DESIGN BRIEF? or 'Help! Where do I start?'

With a
simple
CHECKLIST

A Design Brief is a description that you give to a designer of any project that you want to create, in as much detail as you can give.

It's a vital tool as it helps you to put into words all the ideas that have been buzzing around your head, so that you can communicate this to your designer.

Remember: A more detailed brief and a few minutes spent now will help refine the concept more quickly, thus saving you costs in the long run.

Contact details

Your name	
Your company name	
Your phone	
Your email	

Project details

Name of project	
Type of project (Logo? Booklet?)	
Project aim (To refresh my logo, to publicise my new product)	
A brief description of your company	
Who are your biggest competitors?	
Is there a target audience? (Age range? Gender? Business sector?)	

Do you have existing materials that this job should fit in with? (Please give details)	
Do you have specific fonts or colours to use? (Please give details)	
Can you supply a high res logo or high res pics? (Please give details)	

Printing details

Size (A4 / A5 / A2)	
Quantity (250 / 500 / 1000)	
Number of pages (Single sided / 16 page)	
Paper stock (Recycled / Gloss / Matte / Silk)	
Use of job (Mailed / Handed out / Downloaded)	
Binding / Folding (Folded / Stapled / Loose Leaf, Wirebound, for example)	
Special finishes (Laminated / Foiled Embossed / Metallic inks Die-cut, for example)	

Budget details

Approx. budget	
----------------	--

Deadline details

Printed + delivered by approx:	
--------------------------------	--

Great! Now you should have a better idea of what you are trying to create!

Now just Dark Iris a call and we can discuss the options. I look forward to speaking to you.