

PROJECT BRIEF

Please complete this form and fax it back to 07 3255 2644 or bring it along to your first meeting.

Unit 3, 14 Merivale Street South Brisbane Qld | PO Box 3676 South Brisbane Qld 4101 | **PHONE 07 3255 2655**

DATE	NAME
COMPANY NAME	
PHONE	FAX
EMAIL	
ADDRESS	POSTCODE
JOB NAME	

WHY IT'S IMPORTANT TO HAVE A EFFECTIVE PROJECT BRIEF

An effective project brief is a written explanation given to the designer which outlines the aims and objectives of a design project. A thorough project brief helps to develop an understanding between client and designer, while serving as an essential reference point for both parties - ensuring important design issues have been considered and questioned before any design begins.

To begin we have a few standard questions that help to identify important factors for preparing a project brief.

STEP 1. YOUR COMPANY PROFILE

1.1 What does your organisation do?

1.2 How long you have been established.

1.3 How many staff you employ?

1.4 What is your niche market?

1.5 Who are your competitors?

1.6 Please identify those who's corporate images you like and for what reasons.

1.7 Do you have an existing corporate image that you would like to build upon; if so please describe. *(i.e. is it relaxed, young, groovy, professional, corporate, traditional, conservative. Be as descriptive as you can, and if possible, provide examples).*

STEP 4. BUDGET

Even if you can only supply a ball-park figure, a budget expectation will give us a good idea of the type of solution we will realistically be able to provide.

My Budget is \$ _____

Notes:

STEP 5. TIMELINE

Timelines are important consideration. Please let us now if there are specific deadlines that need to be met.

5.1 Delivery Deadline:

5.2 Approval process

Approval processes can vary between each organisation. It may require only one person to oversee and approve the design process, or it could require a number of divisions and people to approve a design. Please specify your approval process so we can factor this into your timeline.

STEP 6. DESIGN ELEMENTS

6.1 Colours you use or would like to use:

Try to be specific - if it's blue and orange, describe them: sky blue and bright orange. If you know the PMS colour names that's even better!

6.2 Fonts you use or would like to use:

If you do not know – try to provide an example.

6.3 Images you use or would like to use:

Do you have photographs or illustrations you want to use? If not, and you wish to use images, we can help you search for existing stock images or coordinate a custom photo shoot.

6.4 Design examples and sources of inspiration

Try to provide design examples that show the sort of designs you like and dislike.

CHECKLIST: To bring along to our meeting.

- Examples of designs you like, existing marketing material
- Colours you like
- Information about your competitors including:
 - website addresses
 - logo's
 - colours used
- Photo's / illustrations you would like to use