Template\_graphic-design\_brief

= Graphic Design Brief : TASK-NAME (logo, business card, …)

== Background/Context:

=== General Information

- Business information will be available in the copywriting\_general-business-info file. If no such a file is provided, please ask for a copy.

=== Layout

- Layout will need to be close to attached wireframe/mockup. If you have a different layout in mind, please provide the details.

== Target Outcomes:

- Artwork that must be provided in .jpg, .pdf, .eps & .ai format.

== How will the success of the project be measured:

- Success will be measured based on the ability to deliver “Target outcomes” & “Deliverables”.

== The process

=== Drafting & Prototyping

- All concepts submitted must be numbered & have the number visible in the filename & artwork.

=== Reporting Requirements:

- Results should be reported to the project manager/client every 24 hours.

=== Final Delivery

== Resources:

- Related files will be provided in a zip file or shared cloud drive (google or dropbox)

- Fonts to be used : ???

- Colors to be used : ???

== Assumptions:

- Unless otherwise explicitly stated, information provided in this brief must be used & followed.

- You (the design, developer and/or project manager) will read & understand this document & deliver according to the deliverables & target outcomes set in this document.

- Artwork should be provided in industry standard format for said task.

== Constraints:

=== Default constraints:

- All artwork to be provided in vector files. Designs that require bitmap graphics (such as photos) will need to link to such file (link, not embed) then all linked file must be provided as a packaged project via Adobe Illustrator PACKAGE feature.

- Each design should be provided as a single document. For example, a business card or flyer with multiple pages should be provided as one .ai file & one .pdf file.

- File naming: files must be named as following : Project-name\_product-name\_short-desc\_version-number.file-extension   
For example : mhessentials\_business-card\_new-card-with-spot-uv\_v2.2.pdf

Version number will should be major.minor, so the minor number will change with each revision .

- On project completion, .ai format must be an “Packaged Project”, this is achieved using latest Illustrator CS6+ via the “Package” option.

- On project completion, all artwork to be provided in a single .zip file. For projects with multiple deliverables, you can provide one zip file per product. (for example, one zip file for business card designs, another for logo design files, … rtc)

=== Constraints for print artwork:

- Print artwork must use CMYK color profiles.

- On project completion, any print artwork must be provided with a print ready .pdf that contains crop marks & margin (margin default to 3mm on all sized unless otherwise stated)

- All bitmap graphics to be provide in 300 dpi, the exception is large scale printing such as banners & signage where dpi could be 150 dpi.

=== Constraints for web artwork:

- Web / Digital artwork must use RGB color profile.

- All bitmap graphics to be provide in 72 dpi.

== Related Projects:

- None

== Project Activities & Milestones:

- Wireframe / Sketch

- Draft

- Revision

- Final Product