**Design Brief (basic template)**

**Brief date:** *(insert date the brief made/summarized/approved by both parties)*

**Basic information**

|  |  |
| --- | --- |
| Project name: |  |
| Client’s brand: |  |
| Client person in charge/PIC: | *Point of contact and approval for the work* |
| Contact details: |  |

**Project overview**

|  |  |
| --- | --- |
| Project objective(s) | *Describe the scope of work in 1-3 sentences.*  *Eg. produce new 3 key visual designs for new product launching. to be displayed in billboard, printed and digital banner, instagram ads.*  *Please mention if it’s a re-creation or rebranding project.* |
| Deliverables | *Number of final artwork/FA and its specifications.*  *Eg. 1 FA for each type of publication: billboard (4x6m), banner (1800x1440 pixels) and instagram ads. In format PDF and PSD.* |
| Timeline | *Deadline* |
| Budget |  |

**Brand, product and market overview**

|  |  |
| --- | --- |
| Brand overview | *Describe the brand in 2-3 sentences.*  *Eg. Coca‑Cola, the world's most recognised drinks brand and its leading non-alcoholic ready-to-drink beverage, …* |
| Product overview | *Describe product/event/campaign related the design project. Eg. Launching new healthy beverage, fruity flavor, to meet the market demand of fresh juice and healthier bottled beverage that is easy to access and carry.*  *The tagline, Key selling point* |
| Target Audience | *Describe the target market (may have more than 1 persona). Common description are:*  *Social economic status/SES, Personalities, specific geographic/location.*  *Will be helpful if there’s example of real person, attach links from real person instagram account etc.* |
| Key Message | *Message you want to deliver to the target audience.* |
| Tone of Voice | *Choose the words that are best describe your product.*  *Eg. smart, urban, healthy* |
| Competition | *Share what you like or dislike over the competition‘s design/event/campaign* |

**Design references**

|  |  |
| --- | --- |
| DOs and DONT’s | *Branding guideline, if any.*  *Must-haves/mandatory design elements.*  *Must NOT have. Eg, don’t use Helvetica font.* |
| Visual Preferences | *Preferences, likes and dislikes. Samples of published design* |
| Text | *Text to be included in the design* |
| Visual elements | *Checklist of visual elements to be provided by the client:*  *◎ Logo*  *◎ Brand’s font type*  *◎ Stock photo or illustration*  *◎ Brand’s color codes*  *◎ please add as necessary*  *Checklist of visual elements to be provided by designer:*  *◎ Stock photo/illustration*  *◎ please add as necessary* |

**Additional Information:**

*Additional information about the project. For example:*

*Agreed workflow: (1) first draft consists of 2 design styles→ (2) continue to design upon client’s approval on the first draft→ (3) two times revisions after the design delivered → final delivery.*

*Designer presence required to present upon date xxx.*

**List of attachments:**

*List of files for design reference and/or to be used in the design. Eg. branding guideline, existing campaign design, logo, stock photos.*