

Template:

Writing an Illustration Brief

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If you're starting a project, but haven't received a brief, now's the time to take matters into your own hands!

This template, which accompanies both our Deep Dive and Warm Up exercises, will help you compile all relevant project details into a single, organized brief, so that everyone involved is aligned from kick-off to final creative review. Use our Email Templates to gather any information that may have been missing from initial communication with your client. You'll also find a few prompts below (in italics) to further inform your follow-up conversations.

STAKEHOLDERS

DEADLINE

PROJECT BACKGROUND

BRAND

Place images here

Place images here

- What are the specs of this illustration?

- Context

- Constraints

- Devices

- File Format