

DEADLINE: DAY – DATE – TIME

DIGITAL DELIVERABLES TO:

inbox@address.com.au or

Online DAMs Link: linkaddress.com.au

Graphic Design Brief

Project Title: PENDOR'S REALM – ORACLE & TAROT READINGS

Objective

To create **three static video titles** with a transparent background to be overlaid onto existing footage. Titles should be visually engaging, easy to read, and consistent with the overall style and tone of the video.

Outcome

For use on YouTube and Instagram as part of a new customer outreach campaign.

Deliverables

Three (3) video text titles

1. TEXT = “The next time you’re visiting Braidwood...”
2. TEXT = “Pop in for a chat.”
3. TEXT = “84 Wallace Street Braidwood” + “@pendors_realm”

- Titles exported with **transparent backgrounds** (e.g., .PNG sequence, .MOV with alpha channel).
- Editable source files (e.g., .PSD, .AI, or After Effects project file).
- Style guide including font, colour codes, and sizing.

Design Specifications

- **Format:** 1920x1080 (Full HD) unless otherwise specified.
- **Transparency:** Background must be fully transparent for overlay use.
- **Text:** Clear, legible font suitable for video (sans serif examples provided).
- **Animation:** NONE
- **Colour Palette:** Align with existing brand/video style

References

- ROUGH EDIT VIDEO WITH PLACEHOLDERS FOR TITLES:
 - <https://www.youtube.com/watch?v=DknMTmqsR2Y>



Production Workflow Map

GRAPHIC DESIGNER'S REFERENCE

DEADLINE X/XX/XXX

1. PRE PRODUCTION

Concept development
Scripting/Questions
Shot list creation
Scheduling and logistics

DEADLINE X/XX/XXX

2. PRODUCTION

Shoot footage
Interview audio recording
Recording log list and timestamps

DEADLINE X/XX/XXX

3. POST-PRODUCTION

Import and log footage and audio
Rough cut (structure, voiceover, music mixing and pacing)
Final cut (refined edits, transitions, colour correction and grading)

DEADLINE X/XX/XXX

4. REVIEW & REVISIONS

Internal review
Client Feedback Round(s)
Implement changes if needed
(INCLUDING TITLES)

DEADLINE X/XX/XXX

5. FINAL DELIVERY

Export master video to required formats
Delivery to distribution platforms



GRAPHIC DESIGNER

3a. Titles & Graphics Design

- Create transparent background titles (opening title, lower thirds, section headers, end credits)
- Export in agreed formats.
- Deliver source files + style guide

3b. Titles & Graphics Integration

- Video editor imports designer's titles
- Overlay titles on footage
- Adjust placement, timing, consistency

4a. Title & Graphic Adjustments

- Designer makes title adjustments and returns source files

DEADLINE X/XX/XXX