

STEP

1

BRIEF FOR GRAPHIC DESIGN PROJECT**TO BE PREPARED PRIOR TO MEETING WITH GD AND INCLUDED WITH PROJECT HANDOVER**

TITLE OF PROJECT				
PROJECT CONTACT (Name)				
OUTPUT	<i>Printed</i>	<i>Advertising</i>	<i>Web</i>	<i>Interactive</i>
OUTPUT DETAILS eg. quantity, web dimensions, QuickCut details, etc.	<i>ADVERTISEMENTS: Please provide media kit for advertiser where applicable.</i>			
DEADLINE When job needs to be back from print or date of advertising deadline				
IMAGES SUPPLIED (Location)	<i>Place images in a new folder in Images /GD Resource/[Your division]/2011/WIP/[Project name]</i>			
COPY SUPPLIED (Location)	<i>Place copy in a new folder in Images /GD Resource/[Your division]/2011/WIP/[Project name]</i>			
DETAILS OF BRIEF Use this area to list as much information about the project as possible. Examples: • Target market or project audience • Mood or theme • Samples of previous projects • Is the finished art to be full colour or greyscale?				

STEP

2

TO BE COMPLETED BY GD**QUOTE ESTIMATED TIME TO COMPLETE PROJECT IN HOURS**

Signed by Graphic Designer:

STEP

3

TO BE COMPLETED BY MM BEFORE PROCEEDING WITH DESIGN PROJECT**MM APPROVES DIRECTION OF BRIEF AND HAS PROOFED AND APPROVED ALL COPY**

Signed by Marketing Manager:

MANAGER TO SUPPLY GL CODE TO CHARGE DESIGN TIME

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