

Design Communication Brief



The first stage of a project is to clarify exactly what you want achieve – or at least, to clarify what you don't want! This is a generic set of questions to get the design process started, and hopefully help crystallise your ideas, define your aims and outline the desired outcomes as well as helping me to understand the context of the business sector within which you operate.

The text fields are scrollable, so you can type as much as need be.

Project aim: what are you asking me to do and why?
e.g. design a logo for a business launch, design a brochure to help change perception.

Names of organisation, brand or project *(include any abbreviations or acronyms)*

Contact name	Landline	Mobile	Email

What is the nature of your business? Do you have a mission statement or slogan?

What keywords describe your organisation? Mission statement or slogan? Key point of difference or USP?

How are you / do you wish to be perceived? *e.g. fun, authoritative, ethical, knowledgeable, reliable. down-to-earth, creative, quirky*

Who are your competitors *(please give web addresses)*

Are there any design communication approaches within your industry, or in other sectors that you admire? Or want to avoid?

Describe your target audience *(ages, interests, wealth, aspirations etc.)*

Please type any background or support information, with web links where possible.
For example any industry trends or news stories or changes within your organisation.