



Richard Sweeney
Graphic Designer / Illustrator

www.ventgraphics.com
richard@ventgraphics.com
07800982951

Your Creative Brief template.

Use this to tell me details about the project you have, this can help you get the best value and result from my services.

Name:

Company:

Project Overview:

Provide a brief description of the project.

Objectives:

List desired outcomes and deliverables, strategies for success and measurable results if possible.

Creative requirements and considerations:

Format / Layout / Tone / other requirements.

Schedule:

Identify the target due date for the finished project and include major milestones or checkpoint dates.

Budget:

Provide budget information for the project.

Target audience:

Demographics, Characteristics, Buyer types, Audience types etc.

Audience reaction:

What action do you want your audience / market to take?

Provided resources:

What are you providing for the project? For example photography, copy, diagrams, data etc.

References research and inspiration:

Benchmarks and comparable examples, competitors etc.

What to avoid:

Provide details about what the design should not include and what styles to avoid.

Notes:

Tips

- Try to have all the information, details and resources ready when you approach me to work on your project to prevent complications during the process. The more thorough and informed the brief the more successful and efficient the process and inevitably the final result.
- Let me do the work. You are paying for a Graphic Designer's ideas so you don't want to tell me exactly what to create, allow me to explore ideas and find the ideal design solution for you or your company.
- Use this brief as a reference for meetings and communications, I will do the same and it can be used as a tool to mark progress and identify next steps.

Thank you for choosing Vent Graphics.