

Graphic design brief checklist

Product/service description

History, present position, goals for future

Competitor information

Communication background

Previous communication activity

Present communication activity

Research, advertising, direct mail, graphic design, public relations, distributor promotions.

Future communication activity

Communication task – “The message”

Context of specific message in relation to business plans

Information to be included in the designed item

Text, logos, images etc.

Function or desired response

Target market

Demographics

Age, gender, income, employment, geography, lifestyle.

Purchase motivations

Needs, wants, corporate image, product/service positioning.

Purchase decisions

Decision initiators, makers/influencers, end users (if relevant).

Budget

Available budget

If unsure of budget you could provide estimates based on similar past projects and other information.

Timetable

Consultation

Research, strategy, brief development.

Creative

Concept and design development.

Production

Artwork, printing and other production.

Distribution

