

Design brief template

Overall Objectives

- To establish clear expectations between marketing/ business and the designer.
- A design brief template cannot be a 'one size fits all' because design projects vary so much.
- Use this template as a starting point. Please fill information wherever it is applicable.
- And please remember:

"The brief needs to inspire and guide the designers who are given the task of solving the problem."

Marketing contact

Business unit

Project ID

For business groups, HR and sales projects only

Target audience

Key objectives

(short background on the project, how will the designs be used)

Deliverables

(be as specific as you can; include formats and channels; indicate if there are specific visuals you want to be used; list deliverables separately if more than 1 as Deliverable 1, Deliverable 2, etc)

Visual identity

Any visual consideration or wishes

Expected due date for completion

(if you have any dependencies which make a specific start and end date critical make sure you communicate these before you brief a designer. You may need to negotiate with the designer depending on how in-demand they are and the complexity of the project. The due date for completion is when you expect to have the final, approved design in your hand, ready for use.)

Review date/s

(there should be at least one stakeholder review to ensure the design meets stakeholder expectations. You can also use this section to specify completion dates of other key stages.)

Design project plan

(this is for larger projects. list the project milestones, what is needed to complete them and who is responsible from business side.)

Budget

(if there are budget considerations, please specify here)

Any other reference

(provide anything you want to use e.g. existing work done by Marketing Studio, examples of designs or products (as benchmarks or comparison), or competitors you need to stand out from. Ask the designer to specify requirements such as minimum resolutions for samples to be used in the final design.)

Contact

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