

design brief worksheet

Use this worksheet to guide you through the graphic design process.

Project:

stage 1: quoting

Tell your designer:

I need these deliverables:

I can supply the following existing creative work (e.g. logo art, text, photos, style guide):

I need the finished work to conform to these specifications (e.g. finished size, colour space, file format):

Their answer:

Ask your designer:

Can you provide a detailed estimate?

Their answer:

How many revisions can I have on the artwork?

Their answer:

Is my existing creative work of good enough quality to use?

Their answer:

Can you provide the add-on services I need (like printing, signwriting or web hosting?)

Their answer:

stage 2: briefing

Tell your designer:

The deadline for finished/printed work is:

The purpose or objective of this work is:

The target audience for this work is:

Design elements I especially love are:

Design elements I especially hate are:

Ask your designer:

When can I expect to see a proof?

Their answer:

Is there anything else you need to know to create a concept?

Their answer:

stage 3: proofing

The proofing checklist:

- Check for errors
- Check design against brief
- Check the artwork has been designed to the correct specs
- Check if anything has changed at your end since briefing
- Something you don't like?
Write down why you don't like it
- Check for anything that needs further clarification
- Collate and send any changes or required actions to designer

stage 4: approval

The proofing checklist:

- Check spelling and grammar
- Check phone numbers, email and web addresses
- Check if anything has changed at your end since proofing
- Check that all stakeholders have seen and signed off on the work
- Notify designer in writing of approval

Remember:

Print colours can not be replicated precisely on an office printer or a monitor. Web colours will vary from screen to screen. When it comes to colour, your proof is just a guide.

