



bright bean
design

YOUR GUIDE TO CREATING AN EFFECTIVE
DESIGN BRIEF

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The design brief is a document created to explain – objectives, aims and key points in a design project. The brief is your chance to fully explain what you want the designer to achieve for you, and is also a reference that you and the designer will use. It is the foundation of any design project, and will help build trust and understanding between designer and client.

Here are some of the key details to consider when starting your brief.

Your company

Start your brief with a simple overview of your company
Tell your designer

1. What your company does
2. How long it's been established
3. Where your company fits into your industry sector
4. How big is your company (staff numbers)

What do you want to achieve?

How will you know if the design has made a positive difference to your marketing campaign or strategy? By setting clear goals for the project, you will be able to measure the success.

For example do you want to?

1. Generate new sales
2. Create sales leads
3. Create a subscriber base
4. Gather information
5. Encourage clients to tell friends about your service or product

This process will help you to focus on the objectives for the project. If your aims and objectives are not clear when you start creating your design brief, then this will get you thinking about them, and help to clarify them, but also might find a weak spot in your initial idea.

Target Audience

Inform your designer of your existing audience, do you want to appeal to a new audience?

Include demographics about your audience, such as.

1. Occupation
2. Sex
3. Age
4. Income
5. Location

Project Constraints

Including a guide to budget for the project, even an estimate will allow your designer to make decisions early on as to the practical solution they can provide.

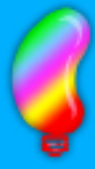
Timeframe is also a key factor in any project so let your designer know of any deadlines that need to be met.

Suggestions and examples

This is where you get to explore styles and themes that you like, and would like your design to look or feel like. Tell your designer things that you like, show websites or magazines or other promotional material you have seen, even colour charts you get in a DIY store is useful information.

Choose emotive words to describe the final product. Don't be put off of words because you think "it sounds silly"

The more pointers you give to your designer, the closer they will be to achieving your objectives. Include your current product and state what you don't like about it.



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enquiries@brightbeandesign.com