

PRODUCT GRAPHIC MEDIA DESIGN BRIEF

CLIENT

PROJECT NAME		
CLIENT NAME		
BRAND		
PRODUCT		
CONTACT INFO	NAME	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
DATE:		AUTHOR:

PROJECT

PURPOSE | *why?*

OPPORTUNITY | *ultimate impact?*

OBJECTIVE

what does the project work to achieve?

CREATIVE / DESIGN ELEMENTS

what are the fundamental creative / design components of the project? ie. styleguides, look and feel, specific printed pieces

TARGET AUDIENCE

PROJECT TARGET | *who are we trying to reach?*

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BRAND TARGET | *who does the brand speak to?*

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DESIRED REACTION | *what actions do you wish your market to take?*

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ATTITUDE

PROJECT TONE | *what traits are we trying convey?*

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BRAND PERSONALITY | *what characteristics define the brand?*

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COMPETITIVE ANALYSIS

REFERENCES | *research, inspiration, and styles*

THE TAKEAWAY | *what is the key idea to be remembered?*

TAG LINE | *prepared copy, key words, or theme*

IMAGE REQUIREMENTS

GRAPHICS

PHOTOGRAPHY

MULTIMEDIA

SCHEDULE

PROJECTED TIMELINE

IMPORTANT DATES / DEADLINES

BUDGET	
AMOUNT	
FINANCE SOURCES	
ADDITIONAL FINANCIAL PROJECTIONS / NOTES	

FURTHERMORE	
<i>include any additional critical information</i>	

COMMENTS AND APPROVAL	
CLIENT CONTACT NAME & TITLE	
COMMENTS	
DATE	SIGNATURE