

Creative Brief

Name	<input type="text"/>
Company name	<input type="text"/>
Email address	<input type="text"/>
Contact phone no	<input type="text"/>
Title of job	<input type="text"/>
Date of brief	<input type="text" value="D"/> <input type="text" value="D"/> <input type="text" value="M"/> <input type="text" value="M"/> <input type="text" value="Y"/> <input type="text" value="Y"/>
Required completion date	<input type="text" value="D"/> <input type="text" value="D"/> <input type="text" value="M"/> <input type="text" value="M"/> <input type="text" value="Y"/> <input type="text" value="Y"/>

When writing a creative brief, the more facts you can give the better, so that the design will create the right message. For example who is the end user? How will the document be used? What is the purpose of the document? What is the budget? Are there material or budget constraints? Is the document part of a multiple project, sales push, mailer?

You may not know all of the answers straight away, but the more information you can give at the start of the design the more flexible the design can be. The following questions will give a guideline for initial concepts which can be discussed with the designer.

Please include any company background information that may be useful, e.g. brand issues, company design guidelines etc.

1. **Background Info** – necessary facts to help with overall tone and manner of design

2. **Objective(s)** – what must the project/material achieve?

3. **Target audience** – who are we talking to, who is the end user?

4. **Target response** – what do we want them to say after seeing the literature

5. **What type of literature is required** – glossy, lots of pictures & colours/plain one or two colour (i.e. expensive/cheap!)

6. **Quantities required** – this could determine the type of material used, and the processes used to reproduce it

7. **Distribution** – how will the literature be used/distributed?

8. **Timing** – deadline for delivery

9. **Budget** – if known/if applicable

10. Please include any other relevant information below.