

GRAPHIC DESIGN CREATIVE BRIEF

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CLIENT

PROJECT TITLE

CLIENT NAME

BRAND

PRODUCT

AUTHOR NAME

TITLE

DATE

CONTACT INFO

POINT OF CONTACT NAME

EMAIL ADDRESS

PHONE

MAILING ADDRESS

PROJECT OVERVIEW

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?
i.e. style guides, look and feel, specific printed pieces

TARGET AUDIENCE

PROJECT TARGET who are we trying to reach?

BRAND TARGET who does the brand speak to?

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

ATTITUDE

PROJECT TONE what traits are we trying to convey?

BRAND PERSONALITY what characteristics define the brand?

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

SCHEDULE OVERVIEW

DETAILED PROJECTED TIMELINE

DESCRIPTION	DATE

IMPORTANT MILESTONES / DEADLINES

DESCRIPTION	DATE

BUDGET

AMOUNT

FINANCE SOURCES

ADDITIONAL FINANCIAL PROJECTIONS / NOTES

FURTHERMORE

include any additional critical information

COMMENTS AND APPROVAL

POINT OF CONTACT NAME

EMAIL ADDRESS

PHONE

CLIENT COMMENTS

APPROVAL

SIGNATURE

NAME AND TITLE

DATE

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