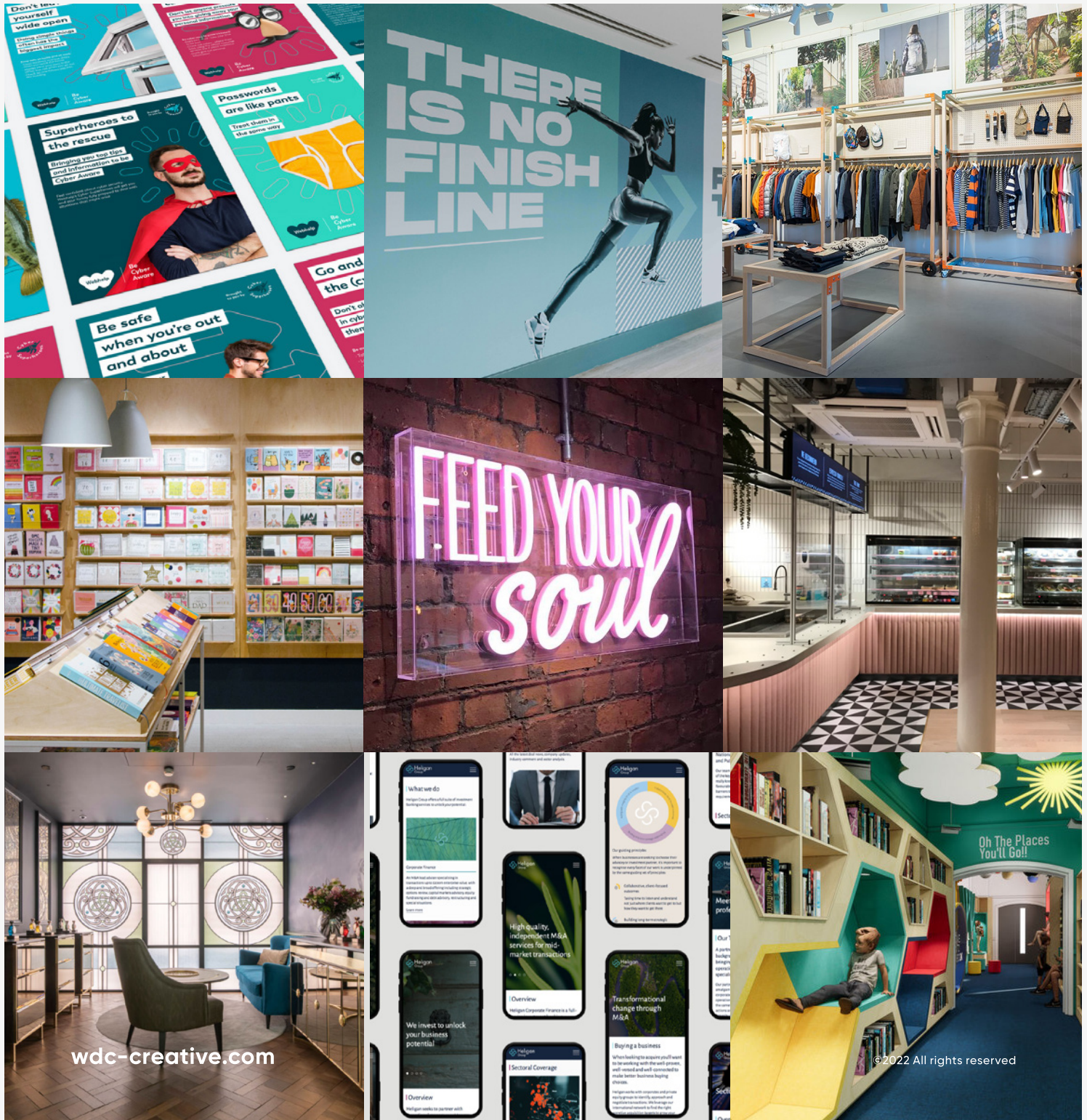


What should I include in a design brief?



Creative Brief

This template asks guiding questions to assist you in creating a detailed design brief. Prioritising the briefing process brings numerous benefits and ultimately ensures creative work is stronger, effectively engages its audience and better meets expectations.

01 What

- What needs to be designed?
- What is the purpose of this design
- What needs will it meet or market position will it occupy?
- What key messages need to be conveyed?
- What do we know about the brand and is this project related to other / previous work?
- What deliverables need to be produced in response to this brief?
- What is the budget?

02 Why

- Why is this design project important?
- What are we trying to achieve?
- What issues or challenges are we trying to overcome?
- What do we want to happen in response to this design?

03 Who

- Who is the target audience?
- What do we know about them?
- What is important to them?
- What specific needs do they have that we're trying to meet with this design project?
- Why should they care about the output of this work?
- Who are the competitors that we need to be aware of and why are they relevant?

04 How

- How should this brief be approached?
- What type of design disciplines and processes will be required?
- Will we need to work with specialist partners or experts?
- What software or specific system requirements are there?
- How will the success of the project be measured?

05 Where

- Where will the project be delivered?
- Which media will be involved?
- Where is the client and target audience based?
- Which audience touchpoints are involved?

06 When

- When does the work need to be delivered?
- What are the project milestones we need to be aware of?

07 Plus

- Is there any other background to this project we need to know?
 - Are there brand guidelines we need to be provided with?
 - Is there any mandatory information we need to be aware of?
 - Any specific information about dimensions / layouts / formats / plans / colours / fonts, etc?
 - Confirmation of the specific outputs / deliverables.
-

Do you have a brief that you'd like us to take a look at?

Our design team are highly experienced and creative - whatever the challenge, our focus is to deliver quality, creativity and value. Feel free to reach out to us at hello@wdc-creative

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