

HELPING YOU TO FORMULATE AN EFFECTIVE DESIGN BRIEF...



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INTRODUCTION

A design brief is a written or oral explanation - given to us - outlining the aims, objectives and milestones of a design project.

Here are some of the most important factors to consider when considering your design brief, which you can use as a useful starting point for your brief:

BACKGROUND

Please tell us any background information that you think will help us.

YOUR AIMS

For example, please tell us if you want to:

- Generate sales
- Re-position your business
- Launch a new product
- Improve your on-line presence
- Promote an event

If you know what you want to achieve, putting these ideas down on paper will help to clarify your thoughts. If your aims are a little less clear-cut, then start by brainstorming, or talk through your ideas with a colleague.

YOUR BUDGET AND TIMESCALE

You will need to consider your production budget. Timescale is also an important consideration - so please let us know if there is a specific budget and/or deadline that has to be met.

YOUR TARGET AUDIENCE

Please tell us who you are aiming your message at. Explain if you are looking to consolidate your existing customers or appeal to new customers.

Detail information about your intended audience that may be useful to us - for example; age, sex, profiles, location etc.

COPY AND IMAGES

The brief should consider if and when copy and images will be supplied to us.

LANGUAGE

Please write your initial copy in a way that will be understood by your audience. Whilst you should write in a clear, concise way you can use emotive language to emphasise exactly what you are trying to achieve.

If you'd like any help with your copywriting, please let us know.

OTHER THINGS TO HELP US

The more clues you give us about your needs, the more likely we will be able to satisfy your requirements to help you achieve your aims.

FURTHER HELP

If you'd like to discuss your requirements further, please contact Tony Wheatley or Geoff Smith on 01234 217218.