

## PRINT DESIGN BRIEF

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Use this simple questionnaire to help you begin to outline your print design project. The answers will help the designer give you a more accurate quote. Just leave an item/answer blank if it does not apply to your situation.

### Background

What does your company or organization do? What is the history of the project? What has happened that caused the need for this project?

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### Audience / Demographics

Who is your target audience (age, gender, income, lifestyle, etc.)? Do you have an existing audience? If so, what do they currently think and feel about your company and any of your existing printed materials?

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### Purpose / Goals

What do you want to accomplish with this piece? What are you trying to communicate and why? How do you plan on measuring its success? How do you (or would you like to) differ from your competitors?

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### Content

Do you have existing content that you plan on using? What copy (text) needs to be included in the design? What logos, photographs, illustrations, etc are needed?

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### Responsibilities

Who is responsible for and/or providing various parts of the project? (i.e. text, photos, logos, printing, etc.)

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### Message

Briefly, what is the overall, take-away message of the piece?

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### Benchmarks

Do you have some examples of what you consider to be effective or relevant design? If so, what do you like about each and/or what do you think makes them effective or relevant? Are there styles that you do not like or wish to see in your design? Other things to avoid or keep in mind?

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### Deliverables

What is the expected end product? What is your anticipated quantity and size? Other specifications? Are you open to other ideas? Do you have an existing printer (printing company)? Would you like a quote for printing?

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### Schedule / Timeline

What is your ideal (but realistic) deadline? What is the drop-dead deadline? (i.e. when do you need items in-hand?) Take into account the following stages of the design process: Consultation (research, brainstorming and planning), Creative (concept and design development), Production (design implementation and production) and Delivery. A good rule-of-thumb is two weeks for design and two weeks to get it printed.

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### Budget

What is the budget? (include overall, if applicable, as well as for the specific piece) Do you have any billing details you feel are important to the project or piece?

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### Approvals

What is the approval process? (Streamlining this process can often reduce your budget)

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