

Print Design Brief

Use this simple questionnaire to help frame your project. A good designer will ask you these questions and more, depending on the scope of the project.

BACKGROUND: What is the history of this project? (Brand new or maybe hiding a past life?)

AUDIENCE: Who is this for? (Be honest, now.)

PURPOSE: What is to be accomplished? (And how will success be measured?)

MESSAGE: In a sentence, what is the overall, walk-away message? (This is the hard part.)

RESPONSIBILITIES: Who is responsible for various parts of the project? (e.g. writing, photography, printing, fulfillment, web delivery, billing etc.)

DELIVERABLES: What is the expected end product? Are you open to alternatives? Anticipated quantity?

TIMELINE: What is the ideal deadline? What is the drop-dead deadline?

BUDGET: What is the budget? P.O.s needed? Billing details?

APPROVALS: What is the approval process? (Streamline this process and you can streamline the budget!)