**GRAPHIC DESIGN**

**CREATIVE BRIEF
TEMPLATE**

|  |  |
| --- | --- |
| CLIENT |  |
| PROJECT NAME |  |

|  |  |
| --- | --- |
| BRAND |  |
| CONTACT |  |

|  |  |
| --- | --- |
| PRODUCT |  |
| CONTACT |  |

|  |  |  |  |
| --- | --- | --- | --- |
| DATE |  | AUTHOR |  |

project

|  |  |
| --- | --- |
| PURPOSEWhy? |  |
| OPPORTUNITYUltimate impact? |  |
| MESSAGEWhat are we trying to say? |  |

OBJECTIVE

What does the project work to achieve?

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CREATIVE / DESIGN ELEMENTS

What are the fundamental creative/design components of the project
(i.e., the style guides, look and feel, and specific printed pieces)?

|  |  |
| --- | --- |
| RESOURCES | DELIVERABLES |
|  |  |
|  |  |
|  |  |
|  |  |

TARGET AUDIENCE

|  |  |
| --- | --- |
| PROJECT TARGETWho are we trying to reach? |  |
| BRAND TARGETWho does the brand speak to? |  |
| DESIRED REACTIONWhat actions do you wish your market to take? |  |

ATTITUDE

|  |  |
| --- | --- |
| PROJECT TONEWhat traits are we trying to convey? |  |
| BRAND PERSONALITYWhat characteristics define the brand? |  |

COMPETITIVE ANALYSIS

Discuss your research, including any inspiration you’ve gotten from outside sources.

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IMAGE REQUIREMENTS

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SCHEDULE

Include your projected timeline, important dates, deadlines, etc.

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| --- | --- |
| PROJECTED TIMELINE | January 15th – February 5th, 20XX |

|  |  |
| --- | --- |
| DATE | MILESTONE |
|  |  |
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comments and approval

|  |  |
| --- | --- |
| COMMENTS |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPROVAL | NAME | SIGNATURE | DATE |
|  |  |  |

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