

Online design brief

Please take time to read through and complete the questions below as thoroughly as possible as we will refer back to them to see whether we have met your brief. There may be questions that aren't relevant, please write n/a if this is the case. There may be something that we haven't accounted for, if so please complete the additional information section at the end of this document.



1 Job title - We will use this title in all correspondence.

2 What it is you are asking us to produce? Website, online brochure, e-newsletter, etc.

3 Do you require one, or a maximum of two conceptual approaches? One Two

Formats

4 Type of website, brochure, single page, content managed, etc. if applicable.

5 Number of pages, if relevant.

Please state whether this is fixed or approximate and whether a site map will be provided.

6 Colour specifications. Please state any Pantone colour references or RGB colour references required.

Creative approaches

7 Who is the target audience?

8 What are the aims of the publicity / literature to be produced?

9 Are there any propositions or ideas for creative approaches? Do you have any examples or visuals?

10 Are there any corporate or design guidelines which the artwork needs to adhere to?
i.e. use of specific colours or typefaces? If yes, please give details.

11 Are there any existing campaigns that the artwork needs to fit in to or sit alongside?
If yes, please give details.

Special considerations

12 Are there any accessibility / equality considerations, i.e. RNIB guidelines? If yes, please give details.

13 Are there any restrictions in relation to the use of imagery or conceptual approaches? If yes, please give details.

14 Are there any guidelines in relation to logo size, positioning or restrictions on usage? If yes, please give details.

15 Are there any special requirements in relation to the production of artwork, or how artwork is to be supplied?

Schedules

The following information is important as it allows us to ascertain whether we are able to meet your deadlines.

16 Is there a fixed date for the production of a first proof? If yes, please state.

17 Is there a fixed sign off date for artwork? If yes, please state.

18 Is there a fixed date for delivery of print or a website live by date? If yes, please state.

Sourcing imagery

19 Do you need us to source stock imagery? If yes, please give details.

20 Do you need us to arrange photography? If yes, please give details.

Additional Information

21 Please provide any further information you feel relevant.