

Creative Briefing Sheet

Client Name:			
Contact Name:		Required By:	
Job Title:		Guide Budget:	

SECTION 1: Services & Deliverables

Type of design work *(please tick more than one if required)*

- Creative concepts (Scamp)
- Creative concepts (Mac)
- Branding/Corporate Logos
- Finished artwork (Mac/Print Ready)

How would you like the designs and/or artwork to be presented? In person / By email

Please add any further information you feel might be useful at this stage:

Specialist design work *(please tick more than one if required)*

- Photography
- Copywriting

Specialist illustration:

- Computer Generated Images (CGI)
- Cartoons
- Maps
- Other

- Conventional illustration (pencil/pen & ink/watercolour, etc.)

Please add any further information you feel might be useful at this stage:

Delivery mechanism *(please tick more than one if required)*

- Lithographic print
- Digital print
- Hi-res PDF
- Large format/exhibition graphics

Please add any further information you feel might be useful at this stage:

Deliverables required *(e.g. letter paper, business cards, compliment slips, etc.)*

Please fill in the list below with details of each item. If you can't find what you are looking for on the drop-down list, you can type your own item name into it instead.

Qty	Item	Width*	Height*	Pages	Notes
-----	------	--------	---------	-------	-------

** Please specify the units for width & height*

Please add any further information you feel might be useful at this stage:

Specific requirements *(e.g. number of pages in a brochure, logos to be included, etc.)*

Please describe your requirements below:

SECTION 2: Creative brief

Target market *(Type of person / Age / Gender / What do/don't they know about the product or service?)*

Please describe your requirements below *(please make it as detailed as possible)*:

Background *(Information about the company/product/competitors market)*

Please describe your requirements below *(please make it as detailed as possible)*:

Positioning *(Think about the strategy and the communication route)*

Please describe your requirements below *(please make it as detailed as possible)*:

Proposition *(What is the main message you want to convey? e.g. Half price drinks before 7.00pm this week only)*

Please describe your requirements below *(please make it as detailed as possible)*:

Substantiation for the proposition *(e.g. we're celebrating the fact that we've been open a year)*

Please describe your requirements below *(please make it as detailed as possible)*:

Call to action (e.g. visit our website complete your details and download your half price drinks voucher)

Please describe your requirements below:

Tone of voice (What do you want the client/customer to know? How do you want them to feel?)

Please describe your requirements below (please make it as detailed as possible):

Creative considerations (e.g. corporate style, branding, or can we go off brand in this instance?)

Please describe your requirements below (please make it as detailed as possible):

Client

Signed:

Studio

Signed: