



Design Studio Brief

Date Sent:

Date Received:

1. Project name:

2. Please describe the brief in a sentence:

Describe the brief in its simplest format. What specifically are you asking our help with?

3. What is the objective?

What is the main aim / focus for this task? Who is it aimed at / target audience? What are you trying to communicate? If relevant.

4. What content needs to be included?

Please include:

- Text
- Images
- Links
- Documents
- References

Please attach digitally with the brief.

Make note of sent attachments below:

5. What type of document is required?

For example, leaflet, booklet, Instruction manual, poster, sign, social media post, email campaign.

6. What format do you require it in?

For example, PDF, printed, label.

Does it need laminating?

7. What size does the document need to be? (If relevant)

8. How many do you require? (If being printed)

9. When is the deadline?

When do you need the requested task by?

10. Any additional / important / relevant details:

For example, task related, or if the task needs to be sent to a customer with contact details.

Please include any additional information required for the task below:

Please note: A Design Brief must be filled out for each individual task. Thank you.