



STRATEGIC BRAND EXPERIENCE

PREPARING A DESIGN BRIEF

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The purpose of the brief is to get everyone started with a common understanding of what's to be accomplished.

It gives direction and serves as a benchmark against which to test concepts and execution as you move through a project.

The ultimate responsibility for defining goals and objectives and identifying audience and context lies with the client.

Another benefit of the design brief is the clarity it provides you as the client about why you're embarking on a project. If you don't know why, you can't possibly hope to achieve anything worthwhile.

Nor are you likely to get your company behind your project. A brief can be as valuable internally as it is externally. If you present it to the people within the company most directly affected by whatever is being produced, you not only elicit valuable input, but also pave the way for their buy-in.

THE DESIGN BRIEF

A design brief is a written explanation given by the client to the designer at the outset of a project. As the client, you are spelling out your objectives and expectations and defining a scope of work when you issue one. You're also committing to a concrete expression that can be revisited as a project moves forward. It's an honest way to keep everyone honest. If the brief raises questions, all the better. Questions early are better than questions late.

A brief is not a blueprint. It shouldn't tell the designer how to do the work. It's a statement of purpose, a concise declaration of a client's expectations of what the design should accomplish. And while briefs will differ depending upon the project, there are some general guidelines to direct the process:

- **Provide a clear statement of objectives, with priorities**
- **Relate the objectives to overall company positioning**
- **Indicate if and how you'll measure achievement of your goals**
- **Define, characterize and prioritize your audiences**
- **Define budgets and time frames**
- **Explain the internal approval process**
- **Be clear about procedural requirements - bids, presentation style**

Briefs should be emailed to:

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