

Both the **client** and the **designer** need to work out and agree upon what each party expects from the other. The **client's brief** is the **foundation** of a **successful project**.



[http://4ormat.com/ecr/designers\\_that\\_write](http://4ormat.com/ecr/designers_that_write)  
<http://www.dgzoo.com/portfolio/>

01.	<b>Introduction</b>	project background, overview and opportunity identified.
02.	<b>Company</b>	the organisation, its brand vision and values, product portfolio, existing customers and management structure.
03.	<b>Customers</b>	target customers
04.	<b>Competition</b>	competitors and their unique selling points.
05.	<b>Positioning</b>	the proposed strategy and plan of action,
06.	<b>Design Challenge</b>	project objectives, scope of works, expected outcomes and specifications.
07.	<b>Matrix for Success</b>	criteria for evaluation and for how success will be measured.
08.	<b>Project Plan</b>	work stages, milestones, deadlines and deliverables.
09.	<b>Budget</b>	terms of agreements for fees, expenses and production costs.

## WRITING A CLIENT'S BRIEF