

Your design can only be as good as the **brief** you worked from! The best projects are borne from creative briefs that are **open enough** to **inspire ideas**, while being **specific enough** to feel workable.

the creative brief

1	Title of item.	
2	Delivery mechanism and marketing objectives.	
3	Format.	
4	Budget and schedule.	
5	What are you providing the designer with:	Product shots, website screen shots, photographs, diagrams, etc. (Check these are high-resolution.)
6	General description of format:	Describe any formatting issues you have arranged with the printer.
7	Description of target audience:	Occupation, gender ratio, average age, nationality/location, psychological demographic, lifestyle preferences.
8	Message objectives:	Hierarchy of copy messages, treatment of headlines, body copy, visuals, product samples, call-to-action.
9	Where to look for inspiration:	Give brief examples of style / overall look you want the item to achieve. What feelings or metaphors reflect the spirit of your product or company?
10	What not to do:	Also give examples of what the design shouldn't include and what styles to avoid.