[](http://bit.ly/38OCjm3)**GRAPHIC DESIGN CREATIVE BRIEF**

|  |  |  |
| --- | --- | --- |
| CLIENT | | |
| PROJECT TITLE | | |
|  | | |
| CLIENT NAME | | |
|  | | |
| BRAND |  |  |
|  | | |
| PRODUCT |  |  |
|  | | |
| AUTHOR NAME | TITLE | DATE |
|  |  |  |
| CONTACT INFO | | |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|  |  |  |
| MAILING ADDRESS |  |  |
|  | | |
| PROJECT OVERVIEW | | |
| PURPOSE why? | | |
|  | | |
| OPPORTUNITY ultimate impact? | | |
|  | | |
| OBJECTIVE what does the project work to achieve? | | |
|  | | |
| CREATIVE / DESIGN ELEMENTS what are the fundamental creative / design components of the project?  i.e. style guides, look and feel, specific printed pieces | | |
|  | | |

|  |
| --- |
| TARGET AUDIENCE |
| PROJECT TARGET who are we trying to reach? |
|  |
| BRAND TARGET who does the brand speak to? |
|  |
| DESIRED REACTION what actions do you wish your market to take? |
|  |
| ATTITUDE |
| PROJECT TONE what traits are we trying to convey? |
|  |
| BRAND PERSONALITY what characteristics define the brand? |
|  |
| COMPETITIVE ANALYSIS |
| REFERENCES research, inspiration, and styles |
|  |
| THE TAKEAWAY what is the key idea to be remembered? |
|  |
| TAG LINE prepared copy, key words, or theme |
|  |

|  |  |
| --- | --- |
| IMAGE REQUIREMENTS | |
| GRAPHICS | |
|  | |
| PHOTOGRAPHY | |
|  | |
| MULTIMEDIA | |
|  | |
| SCHEDULE | |
| SCHEDULE OVERVIEW | |
|  | |
| DETAILED PROJECTED TIMELINE | |
| DESCRIPTION | DATE |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| IMPORTANT MILESTONES / DEADLINES | |
| DESCRIPTION | DATE |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| BUDGET |
| AMOUNT |
|  |
| FINANCE SOURCES |
|  |
| ADDITIONAL FINANCIAL PROJECTIONS / NOTES |
|  |
| FURTHERMORE |
| include any additional critical information |
|  |

|  |  |  |
| --- | --- | --- |
| COMMENTS AND APPROVAL | | |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|  |  |  |
| CLIENT COMMENTS | | |
|  | | |
| APPROVAL | | |
|  |  |  |
| SIGNATURE | NAME AND TITLE | DATE |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |