**[](https://www.smartsheet.com/try-it?trp=11988&utm_source=template-word&utm_medium=content&utm_campaign=Graphic+Design+Creative+Brief-word-11988&lpa=Graphic+Design+Creative+Brief+word+11988)GRAPHIC DESIGN**

**CREATIVE BRIEF   
TEMPLATE**

|  |  |
| --- | --- |
| CLIENT |  |
| PROJECT  NAME |  |

|  |  |
| --- | --- |
| BRAND |  |
| CONTACT |  |

|  |  |
| --- | --- |
| PRODUCT |  |
| CONTACT |  |

|  |  |  |  |
| --- | --- | --- | --- |
| DATE |  | AUTHOR |  |

project

|  |  |
| --- | --- |
| PURPOSE  Why? |  |
| OPPORTUNITY  Ultimate impact? |  |
| MESSAGE  What are we trying to say? |  |

OBJECTIVE

What does the project work to achieve?

|  |
| --- |
|  |

CREATIVE / DESIGN ELEMENTS

What are the fundamental creative/design components of the project   
(i.e., the style guides, look and feel, and specific printed pieces)?

|  |  |
| --- | --- |
| RESOURCES | DELIVERABLES |
|  |  |
|  |  |
|  |  |
|  |  |

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

Discuss your research, including any inspiration you’ve gotten from outside sources.

|  |
| --- |
|  |

IMAGE REQUIREMENTS

|  |
| --- |
|  |

SCHEDULE

Include your projected timeline, important dates, deadlines, etc.

|  |  |
| --- | --- |
| PROJECTED TIMELINE | January 15th – February 5th, 20XX |

|  |  |
| --- | --- |
| DATE | MILESTONE |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

comments and approval

|  |  |
| --- | --- |
| COMMENTS |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPROVAL | NAME | SIGNATURE | 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. |