

# GRAPHIC DESIGN PROJECT BRIEF



COMPANY: .....

NAME: ..... DATE: .....

## What type of project is this?

- Business Card
- Letterhead
- Brochure
- Rack Card
- Flyer / Poster
- Sign / Banner
- Sticker / Decal
- Folder
- Promotional Item
- Other

## Briefly describe your project.

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.....  
.....  
.....

## How many do you need?

.....

## Who is this project targeted to?

.....

## What are you trying to achieve with this project?

.....  
.....

## What impression should this project give about you?

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.....

## Is there key message, offer, or "call to action"?

.....  
.....  
.....

## What text / messages are ready to use?

- it's already written
- notes and ideas
- none

## Are any visuals already available?

- All photos
- All graphics
- Some photos
- Some graphics
- None
- None
- N/A
- N/A

## Any ideas about visuals you want in the project?

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.....

## List and provide any existing materials or media already developed that would be helpful for this project.

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## Who needs to be involved in this project?

.....  
.....

## Who approves the work on this project?

ph: ..... email: .....

## Any other specific instructions or requirements?

.....  
.....

Budget Range for this project: \$ ..... - \$ .....

Target Completion Date .....