

DESIGN BRIEF QUESTIONNAIRE

WHAT DOES YOUR BUSINESS DO?

- What does your company/organization do?
- What is your company's mission statement?
- What is your company's history?
- How old is your company?
- What is the size of your company?
- What differentiates your business from competitors?

WHO IS YOUR TARGET MARKET?

- Who are your competitors?
- Who is your ideal customer?
- What are your target market's demographics? ie. age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.
- What customers do you want to attract that you aren't getting yet?
- Is there anyone you want to avoid marketing to?

WHAT ARE YOUR GOALS FOR THE PROJECT?

- What is the overall goal of the new design project?
- What are you trying to communicate and why?
- Are you trying to sell more products or get awareness of your product/service?
- Do you want to completely reinvent yourself or are you simply updating your materials?

WHAT COPY AND PHOTOS ARE NEEDED?

- What copy needs to be included in the design? Who is providing the copy?
- What pictures/photographs/diagrams etc. need to be used? Who is providing these?

WHAT ARE THE SPECIFICATIONS FOR THE PROJECT?

- What is the purpose or function of this piece of marketing material?
- What size is the design going to be?
- Where is it going to be printed/used? The web, business cards, signage, stationery?
- What other information should the designer know in regards to specifications?

DO YOU HAVE A BENCHMARK IN MIND?

- What attributes of your business would you like the design to reflect?
- Do you have examples of what you consider to be effective or relevant design even if it is from your main competitors?
- Is there anything that must be in the design?
- Are there any things not to do and styles that you do not like or wish to see in your design?

WHAT IS THE DEADLINE FOR THE PROJECT?

- What is the project and deadline for completion of the work?
- Please take into account the various stages of the design project such as consultation, concept development, production and delivery.

UNITY
PATTERN
RHYTHM
BALANCE
PROPORTION
HARMONY
EMPHASIS
COLOUR
CONTRAST
REPETITION
PROXIMITY
MOVEMENT
GESTALT
ALIGNMENT
WHITE SPACE