



# Develop a **Design Brief**

Identify your aims, objectives and key deliverables for your next design project.



What does your organisation do?

How long have you been established?

How many staff do you employ?

What is your niche purpose?

How do you fit into your industry sector?

Who is your primary, secondary and tertiary audience?

Primary

Secondary

Tertiary

Are you consolidating your existing client-base or appealing to new markets?

What demographic figures about your audience would be useful?

Age

Sex

Income

Occupation

Location

Important Keywords

What are the elements you need to be developed?

Will promotional material be professionally printed and what quantities are required?

Will the material be required in a digital format for electronic sharing?



What are the goals of this design piece?

What do you want to achieve?

Sales Generation

Enquiries

Newsletter Signups

Survey Results

Referral Inspiration

Is there a specific budget for the project?

Is there a specific time frame for the project?