9 Steps To Creating A Killer Brief For Your Graphic Designer

HOW TO BRIEF YOUR GRAPHIC DESIGNER: 9 steps to creating a killer brief for your graphic designer.



INTRO

- [ ] Describe your business in 1 short paragraph.
- [ ] What is your elevator story?

FEELINGS

- [ ] What feelings do you want your brand to evoke?

LOOK + FEEL

- [ ] What aesthetic are your looking for?

BRAND POSITION

- [ ] Are you a Target or Chanel?

LIKES + DISLIKES

- [ ] What brand do you like and dislike? Why?

COMPETITORS

- [ ] Who are your closest competitors?
- [ ] What makes your different, unique?

NEEDS

- [ ] What exactly do you need at the end of the project?

BUDGET

- [ ] How much $ have you allocated for the project?

TIMELINE

- [ ] When do you need the project to be completed?

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