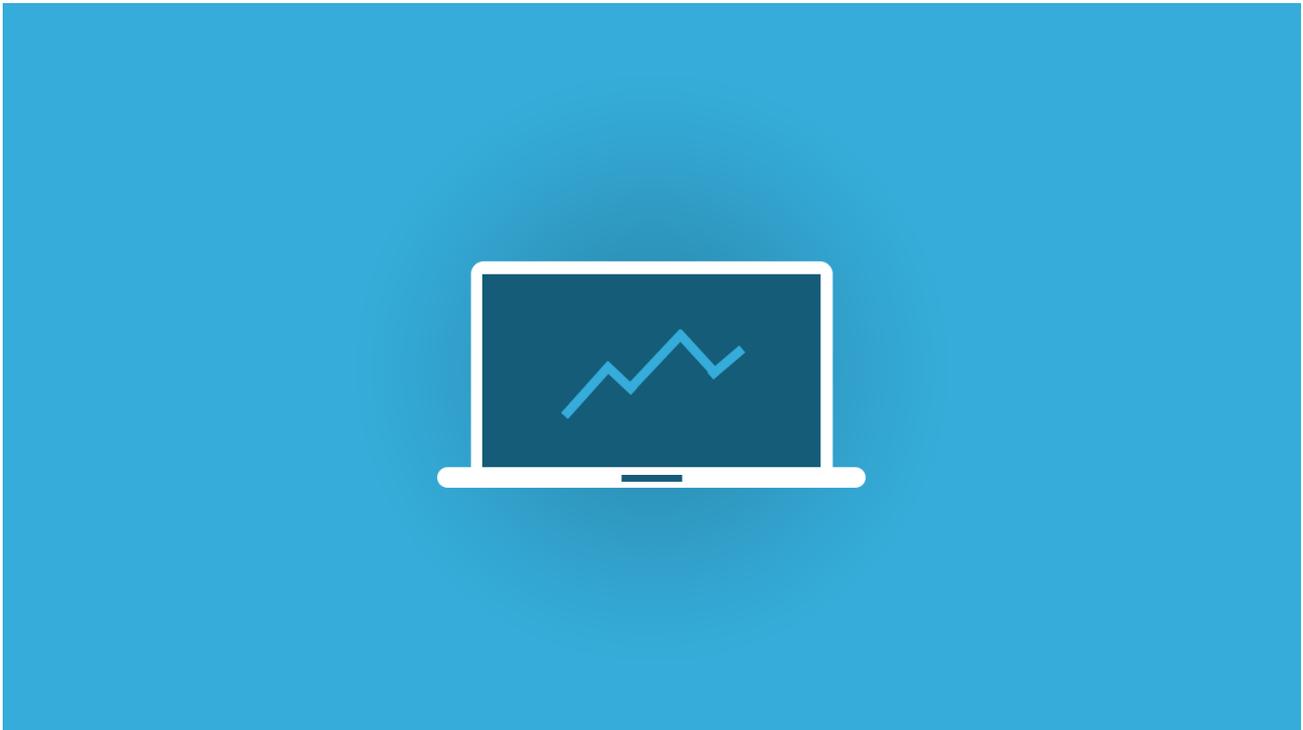


9 Steps To Creating A Killer Brief For Your Graphic Designer

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 you 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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