

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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