

DESIGN BRIEF QUESTIONNAIRE

WHAT DOES YOUR BUSINESS DO?

What does your company/organization do?
What is your company's history?

WHAT ARE YOUR GOALS?

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?
How do you differ from your competitors?
Do you want to completely reinvent yourself or are you simply updating your materials?

WHO IS THE TARGET MARKET?

What are your target market's demographics? ie. age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.

WHAT COPY (TEXT) AND PICTURES 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?

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?

HAVE YOU GOT 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 TIME SCALE / DEADLINE?

Do you have a schedule for the project and a deadline for the 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