



Example of how to write your design brief

A design brief is a written explanation of the objectives you wish to achieve from your design. The design brief also covers milestones, possible problems, your design tastes and information such as target audience.

Most importantly of all, the design brief enables you and the designer to discuss any differences in opinions before any work takes place. Agreeing on a solid design brief will save time and money further down the track.

This document lists some of the most important factors to consider when writing your design brief and should be used as a guide only.

Company Profile

Start your design brief with a short, honest synopsis of your organisation or company. Don't take this information for granted, and don't assume that we will necessarily know anything about your industry sector.

Tell us:

- What you do
- How long you have been established and how many staff you employ
- Do you have a niche market
- How you fit in to your industry sector

Your Goals

Good design can have a huge influence on how successful your company is at achieving its goals. Deciding these goals from the outset and working towards them will ensure success.

For example, do you want to:

- Generate sales?
- Encourage enquiries?
- Gain newsletter subscribers?
- Obtain information from your audience?
- Encourage them to tell a friend?

If your aims and objectives are not this clear, then your design brief has already achieved another purpose... One of most rewarding parts of actually sitting down and writing a design brief is that it helps to clarify your thoughts and can indirectly help to find flaws in what you initially thought was a solid idea.

Your Target Audience

Explain to us whether you are looking to encourage customer loyalty, appeal to new customers or both.

Detail any demographic figures about your audience that may be useful to us. These may include:

- Age
- Sex
- Income
- Occupation
- Location

Your Budget and Time-Scale

It is important to realise that your budget is a factor in the final solutions of your design. The more development a design takes, the more it will cost. Again by ensuring you have clearly defined your audience and goals, this will help us advise you on what is possible with your budget.

Time scale is also an important consideration, if you need a website to coincide with any other marketing, so let us know the deadline.

Consult with Colleagues

Consult with as many people within your organisation as possible before sending the brief. Showing the design brief to lots of different people will highlight remarkable differences in opinion about the operating circumstances and aspirations of your organisation.

Language

Whilst you should write clearly and concisely, there is no reason why you can't use emotive language to emphasize what you are trying to say.

Design Examples

Provide examples of designs you like and designs you don't like. We may have a lot of ideas about what we think is a good or bad design for your organisation, but in order to really meet your expectations we need to listen to your design tastes and ideas as much as you need to listen to our experience.

Include examples of your company's current marketing materials, even if it is just to show what you don't want the new design to look like.

Try to explain why you like particular designs, whether they are TV ads, websites, or another company's business card. If you are not sure what you like about it try starting with these:

- Colour
- Imagery
- Quantity and quality of text
- The atmosphere that particular designs create

Remember to look at the design from your customer's perspective. After all, they will be the ones most likely to use your website.

If you already have all the text content for your website, then send this to us at the same time. It will help us even further when deciding on your quote.

Many clients send us word documents, PowerPoint Presentations or images on how each page needs to look. These don't have to be perfect, as we understand that you may not have the design skills that we have, but anything you supply can only be helpful to both of us when determining your quote.

If you haven't already started writing your page content, I suggest that you start now, as things can move quite quickly once you have accepted our quote.

Thank you for your assistance.

Kind regards,
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