

# Writing Your Project Brief

This is a guide for you to write a quick brief for us to understand your project and needs, simply answer the questions that are relevant to you below.

## Title and Description

A brief description of your project or your business.

## Project items and Format

List the items you wish to have designed/produced (*e.g. Brochure or book Illustration*)  
For print project, let us know if you have specific format ideas.

## Website Specification in Detail (web-only)

**We can only give you a pricing based on exact specifications.** So write a quick document in as much detail outlining: Functionality, layout, purpose and features of each section/page of the proposed website.

## Delivery mechanism and marketing objectives

Where it will go, what is the aim of the marketing.

## Budget and Schedule

Tell us your budget, so we can tell you what can be done within it. Or simply leave blank.  
Outline a schedule or deadlines for the project.

## Description of target audience

Occupation, gender ratio, average age, nationality/location, psychological demographic, lifestyle preferences.

## Message objectives

What is the message you wish to portray? Hierarchy of copy messages, treatment of headlines, body copy, visuals, product samples, call-to-action.

## Where to look for inspiration

Give brief examples of style / overall look you want the item to achieve. What aspects of the product or branding can be used as a starting point for the design? What feelings or metaphors reflect the spirit of your product or company? Send us web links to sites or pages you like or want us to take inspiration or ideas from – however, we prefer to suggest unique and innovative ideas.

## What not to do

Also give examples of what the design shouldn't include and what styles to avoid.

