

Mat Dolphin – Briefing Template

What is the name of the project?

What do you need?

(Logo? Branding? Website? 16 page booklet?)

How many do you need?

What does the design need to do?

(Sell a product or service? Convey a specific look?)

Who is the job intended for? Is there a target audience?

(Single mums? The financial sector? 16-21 year olds?)

Is there anything you want this job to look like? Do you have any examples?

(Printed material? Existing websites? Logos?)

Do you have a budget?

When does the final job need to be completed and delivered?

Any additional comments or notes?

(The more information you give here, the better. Are there any competitors we need to look at? Are there any colours or fonts we specifically need to use or avoid? Who is responsible for final approval?)

If any of these questions are unclear, don't hesitate to get in touch to chat through the brief.

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