

DESIGN BRIEF

Keep it handy — we build on this all course.

DATE

DEADLINE

Published or sent off.

PROJECT TITLE

A simple, descriptive name.

OBJECTIVE

What's the goal of this design? For example: promote a sale, get sign-ups, raise awareness. Pick the single most important one — competing goals weaken the work.

TARGET AUDIENCE

Who's this for? Demographics, interests, or simply what they're drawn to. An educated guess beats nothing.

DELIVERABLES

What formats are needed? Instagram story, flyer, email banner, print ad, and so on.

FORMAT SPECS

The technical stuff for each format: size, resolution, bleed, file type. For example 1080 x 1080px Instagram post, A4 flyer with 5mm bleed, JPG / PNG / PDF.

APPROVAL PROCESS

Who reviews or signs off before it's published — and by when? Get the concept approved before you roll it out across every size.

LINKS TO ESSENTIAL ASSETS

A shareable folder (Google Drive, OneDrive) holding brand assets — logo, fonts, guidelines — plus a second folder for imagery and graphics.

MOODBOARD AND CREATIVE DIRECTION

Mood board to follow, created in Canva. Thumbnails hand drawn.

COPYWRITING

Note any word count limits. Copy to follow, written in Word.

ANYTHING ELSE

Constraints, things to avoid, past work that did or did not land.