

CLIENT BRIEF FORM

R. BLAIKIE - GRAPHIC DESIGNER

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ABOUT YOU

Name of Your Organisation

Nature of Your Business/Activities

Your Name

Your Email Address

ARTWORK BRIEF

1. What do you need to be designed?

(please give a brief overview)

2. When do you need it?

(please provide an approx or exact date)

3. Do you need print designs, digital designs or both? (please specify)

4. What sizes are needed? (eg. A4/A5/ Large Format/pixel h/w for digital)

5. How many pages? (eg. single sided, double sided, 4 page, 8 page, 12 page...)

6. What will be the purpose of the item(s)? (eg. business promotion/event)

7. Who is the target audience? (eg. job seekers/students/buyers/consumers)

8. Where will the designed item(s) be displayed? (eg. indoor/outside/event)

9. How will the designed item(s) be used? (eg. sales meeting/at event)

10. Are there brand guidelines/colours/ fonts to be adhered to? (please supply)

11. Will all copy, logo files and design assets be supplied? (Mandatory)

12. Will images be supplied or do these need to be sourced?

PRODUCTION BRIEF

1. How many copies of the designed item(s) do you need?

2. What paper stock do you want your designs printed on? (type and weight)

3. What address should the artwork be delivered to?