



How to Write a Design Brief

Getting Your Design Project Off to a Great Start

When you work with an experienced graphic designer, you have an opportunity to carve out the brand identity that you've always wanted, create a user experience that will get people excited about your company, and communicate to your customers exactly what makes your brand special.

But, if the project's objectives aren't clear, you could end up with a piece of work that is disappointing, drab and off target. You may find yourself tied up in seemingly endless – and frustrating – cycles of iteration, while your vision for the project slips further and further away.

So, it's crucial that your instructions are as clear and as detailed as possible. A key part of this is to prepare a comprehensive design brief. In this session, we explain how to structure your brief, and what to include in it to ensure that the designer understands your needs fully from the outset.