

GRAPHIC DESIGN CREATIVE BRIEF



When you are ready to submit the brief, please schedule a meeting with Talem Consulting by completing the [contact form](#).

Contact	
Date	
Name	
Email	
Due Date	
Requested Completion Date: (A production schedule will be developed based on this deadline, which will include draft and feedback deadlines)	
How do you want that done?	
Which type of marketing tool would you like created? (ex. Infographic, 1 or 2 pager, multi-page booklet, map, printed ad, postcard, PowerPoint, e-newsletter, invite, poster, other)	
Project	
What are you producing? In one sentence, please explain what you want made (e.g. a multi-page report on Islamophobia in Dallas)	
What is the purpose of the project? What are you hoping to achieve?	
Who is the target audience you are trying to reach? (e.g. age, background, daily concerns, other demographic details)	
Messaging	
In one sentence, please explain the key idea to be remembered.	
What should the reader think, feel, and do as a result of reading the message?	
Are there past projects to build from and improve on?	
Please provide up to 3 examples of designs we can use as an inspiration.	
Please list three adjectives that describe the nature and tone of the project (i.e. bold, technical, modern, helpful, simple, friendly, sympathetic)	
Specifications	
Type of file you want (e.g. ppt, word doc, jpg, PDF, eps, gif, png, PSD, other)	
Dimensions: List inches, feet, pixels, or paper size	
Color Scheme: Please describe the color scheme you need and provide color swatches, CMYK, or RGB color codes.	
Please list the verbiage you would like to communicate on your collateral. If you have a lot of printed verbiage, please attach to the request form in a word document.	
Any additional instructions?	