# CLIENT DESIGN BRIEF

## Who is the Client?

* Company/organization name
* Type of company/organization
* Company/organization mission
* Brief history

## Project Overview

* What is the visual communications problem you are trying to solve?
* What does the client want from the designer?

## Project Objective

* advertise
* promote
* inform
* guide
* teach
* sell

## Who is the target audience?

* age
* gender
* interest / characteristics
* socio-economic status

## Context

* What is the platform? (print, digital, television, etc.)
* What is the format? (magazine ad, billboard, web ad, animation, poster, etc.)
* Where will your presentation be located? (physical address, web address, TV time slot, etc.)
* How does it work with its audience? (Is it passive, do they engage with it?)

## Promise

What are you offering them in a single sentence? (Not a description of product or service, it’s how it will benefit the reader)

## Key Message

What the reader should think, feel and DO as a result of reading this message

## Tone of voice/Image

humorous, serious, high class, corporate, etc.

## Key words (20)

List words that relate to the problem you are trying to solve.

## Slogan ideas

Come up with possible catch phrases, statements or other useful language