Project title:

|  |  |
| --- | --- |
| Point of contact:  Telephone:  Email:  Project owner:  Department: | Project type:  Commission:  Proposal/Pitch: |

Who?

# Project/Program background:

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| --- |
|  |

# Partners and stakeholders:

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| --- |
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|  |
| --- |
| Does this project need to reflect/compliment an existing output?  Yes  / No |

# Tone of voice, look and feel:

|  |
| --- |
|  |

# Target audience:

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| --- |
| Audience type: Consumer  Business  Corporate  Internal Audience age group:Audience demographic: |

What

# Outcomes and specific aims:

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| --- |
|  |

# Output required:

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|  |

# Output type:

|  |
| --- |
| Identity/brand  Print material  Exhibition and display  Digital  Video and audio  Photography |

# Service types required:

|  |
| --- |
| Design and artwork  Copyrighting  Print production  Merchandise supply  Web design  Web development  Animation  Art direction  Image search and selection  Video and editing  Other: |

# Material supplied to the design agency:

|  |
| --- |
|  |

When

# Schedule:

|  |  |  |
| --- | --- | --- |
| Deliverables Disseminate brief  Response to brief from agency/estimate  Agency selection  Supply a final content  Concept presentation  Feedback  1st full proof  First round of comments and revisions  2nd proof received  Second round of comments and revisions  Final proof for sign off  Production  Delivery deadline | No of days | Date due |
|  |  |  |

# Proposal/pitch budget:

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| --- |
|  |

# Project budget:

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| --- |
|  |

Print specification (if required):

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| --- |
| Title:  Finished size (mm):  No of pages (approximately):  Number of copies:  Delivery to: |

Additional requirements:

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|  |