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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| --- |
|  |

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

# Tone of voice, look and feel:

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| --- |
|  |

# Target audience:

|  |
| --- |
| Audience type:[ ]  Consumer[ ]  Business[ ]  Corporate[ ]  InternalAudience age group:Audience demographic: |

What

# Outcomes and specific aims:

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| --- |
|  |

# Output required:

|  |
| --- |
|  |

# 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:

|  |  |  |
| --- | --- | --- |
| DeliverablesDisseminate briefResponse to brief from agency/estimateAgency selectionSupply a final contentConcept presentationFeedback 1st full proof First round of comments and revisions2nd proof receivedSecond round of comments and revisionsFinal proof for sign offProductionDelivery 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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|  |