MYBRIEF

The background of the project, its aims and the issue it is focusing on

The desired outcomes

Target audiences

The main message

Anything to be avoided in the presentation of this issue

Examples of the aesthetics, mood, look and feel

The media and/or formats you'll be using

Types of distribution, and reach of the project – will you need different versions of the designs to use in different platforms? Will you need to be able to translate any text into other languages?

Context – is it part of a larger campaign, or linked to a past or future initiative?

An indication of budget

Timeline of the project and agreed delivery date

Any other relevant points – are there any brand or style guidelines? Do you have partners whose input should be taken into consideration?