

GRAPHIC DESIGN

Project Starter Brief

Bring a useful starting point to your first design call. Partial answers are completely fine.

Planning note

This worksheet helps organize a discovery conversation. It is not a contract, quote, or legal agreement.

1. Project basics

Project type: ☐ Brand identity ☐ Social media ☐ Brochure ☐ Packaging ☐ Print item ☐ Other: _____

Business goal What should this design help the business communicate, launch, improve, or achieve?

Target audience Who needs to notice, understand, trust, or act on the design?

2. Deliverables and channels

What do you think you need? List the items if known. It is fine to write 'not sure yet.'

Where will it appear? ☐ Website ☐ Instagram ☐ LinkedIn ☐ Email ☐ Print ☐ Packaging ☐ Other: _____

Sizes or specifications Platform sizes, printer requirements, folds, page count, quantities, or other constraints.

Content status: ☐ Final copy ready ☐ Draft copy available ☐ Images ready ☐ Content support needed

3. Existing brand assets

Available now: ☐ Logo files ☐ Fonts ☐ Colour codes ☐ Brand guide ☐ Photos ☐ Illustrations ☐ Previous designs

Where can the files be accessed? Folder link, file location, or person responsible.

4. Visual direction

Examples I like

Add links or names, then explain what feels right.

Examples I want to avoid

Add links or names, then explain what feels wrong.

PROJECT STARTER BRIEF

Scope, feedback, and final files

5. Scope and logistics

Preferred deadline <i>Include a launch, event, or print date.</i> 	Budget range <i>A range is enough; do not invent a market price.</i>
Decision-maker <i>Who gives final approval?</i> 	Feedback method <i>One document, email, call, or another method.</i>

Revision expectations *How many review rounds should the project plan include? Confirm this with the designer.*

6. Final files and use

Final file needs: ☐ Print-ready PDF ☐ Web PNG/JPG ☐ Transparent PNG ☐ Editable/source files ☐ Social sizes ☐ Other:

Where and how will the work be used? *Website, paid advertising, packaging, resale, print run, regions, duration, or other planned use.*

Usage or ownership question *Write what you need clarified about licences, source files, copyright, or portfolio use.*

Important

A written agreement should state deliverables, revision scope, payment terms, usage rights, and ownership. This worksheet does not replace that agreement.

7. Open questions for the designer

I am unsure about *Deliverables, file formats, printing, sizes, accessibility, schedule, process, or anything else.*

Questions I want to ask on the call

Ready for discovery

You do not need to complete every field. Bring what you know, flag what is uncertain, and use the call to define the right scope together.