



CREATIVE
DESIGN

ARTWORK BRIEF

Worldwide 
...more than just print

Artwork Brief

Before you decide to embark on the journey of creation with us, we would greatly appreciate it if you would spend a couple of minutes reading through this document carefully, including the 5 Step Design Process.

Company Name

Contact Name(s)

What products and/or services are you promoting? What is the core overview of your business?

Who is your target market? Who would you like to buy your product/services (demographics)?

Do you have existing advertising material that you would like your new job based on? Such as previous brochures, cards identity or websites.

What is the key message you want to communicate?

What material will you be providing for this project? Logos, text, images, rough layouts, etc.

Would you like our designers to source images or illustrations for you? If yes, please describe what kind you would like to incorporate.

Do you have preferred colours you would like us to use? Please include CMYK & PMS colours if known.

Is there a "Call to Action"?

Describe the look and feel you are after by checking the most appropriate options:

Feminine	Masculine
Subtle	Complex
Expensive	Economical
Exotic	Common Place
Simple	Complex
Quiet	Loud
Playful	Serious
Sporty	Elegant
Grey	Colourful
Necessity	Luxury
Modern	Classical
Adventure	Secure

THE 5 STEP DESIGN PROCESS

Complete the Design Brief 1

This brief will open up important channels of communication and provide our designers with information that will be relevant in the creation of the artistic piece.

Select a Design Package 2

Please refer to the design packages guide, as this will assist you to choose the correct package for your situation – and of course these packages can be customised for your specific needs.

Design Analysis 3

Our designers review your brief to understand the project context and create an initial draft design(s). The most appropriate one (or more, depending on the package chosen) is then selected for a presentation to you.

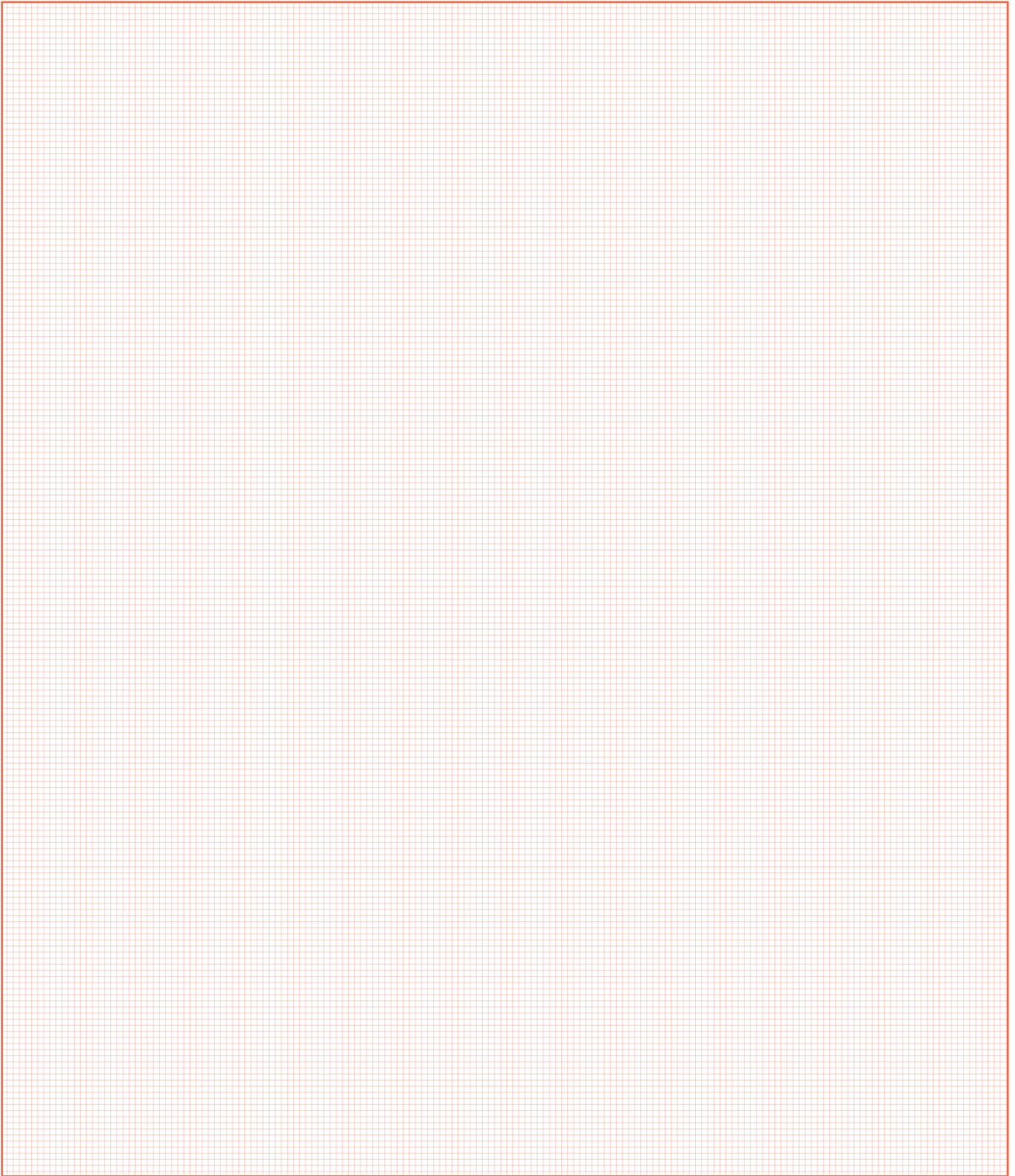
Edits 4

Following your review and feedback the designer will make amendments to the design based on your feedback. Don't worry if more edits are required than allowed for in your package; a nominal charge – as highlighted in the design package – will be levied in order to recover the additional time invested in the project.

Sign-Off 5

Once the edits have been completed, we will provide you with a final proof prior to sending the job to print.

SKETCH YOUR DESIGN IDEAS



worldwide.com.au/graphic-design-services

