

# Design

## Briefing work into an agency

Your design project could range from a print advertising campaign to social media graphics, or updated marketing materials and will need a clear brief.

This will enable the agency to fully understand your brand and the goals that you want to achieve.

Here are some questions and information for you to be able to provide an effective brief.





1. Give an overview of your business.
2. What are the objectives of your design project?
3. What are the deliverables? Provide any specific requirements, including the required formats.
4. What is the intended use for this project? Is there a specific event that it is required for?
5. Who is your target audience?
6. Who are your competitors?
7. What are your brand guidelines?
8. What's your project budget?
9. What's your project timeline?



10. Do you have any examples or inspiration for the design work?

11. If you're looking to update marketing materials, what are the current problems that you are facing?

12. Please provide any more information that you think would be relevant for the project.



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