



Design Brief

Project Deadline

Name

Email

School / Service Area

Cost Code / PO Number

Project Title

Authorised By

Design Brief

I have supplied fully edited complete text

I've read and understood the guideline overleaf

Submit Design Brief

Guidelines for Planning your Design Project

We are reviewing the way we make contact with customers and potential customers to improve our procedures and to add clarity to the process. We wish to gather from you the best possible levels of information before proceeding with your design needs.

We have provided key information that is needed for all projects. It will help us to better understand what we do, why we do it and to help identify ways of measuring our success.

The Project Brief:

How do I produce an effective project brief?

The project brief should be your first consideration. Design is about problem solving. You have a service, a product or an event that needs to be promoted to an end viewer. How best do we solve that problem. Your project brief will identify the areas that design will need to concentrate on.

It's important to remember that you are not alone in this process. External relations provide marketing support and design expertise and are more than happy to help you identify your needs. As soon as you know or think you have a design requirement contact myself or one of our team to discuss. Our contacts are below.

So what do you need to consider when completing your Project Brief?

Firstly what is it that needs promoting. A clear description is required.

Who do you want to view your promotion? Do you have a specific group in mind? Where is your market? Who needs to be influenced?

When do you require to run your promotion and for how long? Is it a one off requirement or will it run on a repeating basis perhaps quarterly or annually?

Is it something new that needs to grow and be developed?

How will you measure the success of your project?

Is this something that others have done within our University or externally. If so gather any information you may find. Discuss the previous results and outcomes with them?

These are some of the areas that need to be addressed within your project brief. You may not have all the answers to hand but by working with External Relations we can help you find the missing information.

It is important to note that we must have a completed project brief to turn the project live. Once this form is completed with the full project brief then we can start to work together.

Our Design Team are happy to meet and discuss your requirements. We do like to visit clients on site as this can lead to creative opportunities that may otherwise be missed so please invite us to your location to have our initial meeting. The Designer will then be able to fully assess your needs and advise on your requirements. Photographic services are also available through External Relations and can be brought in at this stage to help in making plans.

Our team members will help you plan your project and advise on time-scales. It is important to make a note of key markers in your diary. I have included a sample project time-line on this page.

Time Line example - Design and print working backwards from the event date in six key stages.

06 | When is the event?

From 21st December over Christmas and New Year Event Launch

05 | When does the marketing and promotional material need to be available to the public?

Three weeks before the event - Friday 4th December Promotional Launch

04 | How Long for Printing and delivery?

7 to 10 working days - 23th November Print deadline

03 | Time needed to check final artwork and client sign off

2 working days maximum - 20th November Job Signed off

02 | Time to look at first artwork draft

Corrections will be done by - 13th November Artwork Production

01 | Design time for concept and client approval of design

Two weeks - 26th Oct till 6th November Design Concept

Before artwork can begin the designer must have completed and fully edited text. The process cannot begin until this is in place. The reasons for this is that we have many clients to look after and all are of great importance to us. We are able to set aside suitable time for each project and client and allow us to accurately gauge the time-scales involved. It also enables us to provide an accurate cost. Finished text can be supplied in the form of a simple unformatted word document.

Other Considerations

The University has an obligation to make all its publications available in a range of styles and formats suitable for a range of needs such as visual impairment or dyslexia and aim when possible to conform with the recommendations of such national bodies as the RNIB and the British Dyslexia Society.

As such it is important to have all material produced and maintained in a central location by the External Relations Design Team.

We also have a duty to represent all genders and race groups equally across our promotional material. This applies to our written words as well as our photography and video work. Our staff are aware of all these requirements and can guide you through this process in terms of photographic requirements for example.**

We will within the next year be starting the process of looking at our brand identity. This is something that we will impact your promotional material in the longer term.*** In the shorter term we still have a requirement to look at the way we represent the University through our current corporate guidelines. Design services hold the guidelines for the current corporate identity and can provide accurate guidance in this respect.