



TDS Graphics
thinking made visible

DESIGN BRIEF ANATOMY

THE BRANDING AGENCY

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CONTENT

Disclaimer	2
Company Profile	3
Project Overview	4
Goals and Objectives	5
Target Audience	6
Design Requirements	7
Budget and Schedule	8
Extras	9



DISCLAIMER

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DESCRIPTION

This section covers every important details about the company or client, such as their services or products, administrative information, how big are they, their cultures, values and stake holders.

COMMON QUESTIONS

- What does the company do? how they do it?
- What are is the business strategy?
- What is the company's vision?
- How long have they been doing business?
- What are the company values?



DESCRIPTION

The project overview section of the brief that should provide a clear and concise description of the design project. It should cover the what and why behind your project.

COMMON QUESTIONS

- What are we building?
- What design problem are we trying to solve?
- What assets are expected at the completion of the project?



project
overview



DESCRIPTION

This is one of the most important steps in planning a design project and writing a design brief. In this part we align on what the designer or client want to achieve with the new design.

We make a distinction between goals and objectives. Goals describe the overall purpose of the project, while objectives are concrete measures of success in reaching a goal. The more specific and unambiguous these are in the project brief, the clearer the path.

COMMON QUESTIONS

- What would an ideal outcome look like for this project?
- Are you redesigning an existing artifact? Why?
- Is this the first time you are trying to tackle this design problem?



DESCRIPTION

Understanding your audience is the first step in addressing their needs in the best possible way. Take your ideal customer, and build your persona around them. Outline their demographic traits and psychographic characteristics, as well as the problems you want to solve for them through your product.

COMMON QUESTIONS

- Who is your ideal customer?
- What are their demographics, habits, and goals?
- When and how will they be using your product?





DESCRIPTION

Aligning on project deliverables is one of the core purposes of the design brief. Even a small misunderstanding can create major problems if not addressed as soon as possible.

COMMON QUESTIONS

- What do the designer and client expect to receive at the end of the project?
- What file formats should work be supplied in?
- What sizes and resolutions are needed?



DESCRIPTION

Understanding the budget and agreeing to a timeline are critical steps in the briefing process. Clarifying these constraints and expectations upfront is necessary for keeping the project on track and avoiding conflicts and scope creep down the road. Both, the schedule and the budget should be realistic and flexible enough to account for potential changes or unexpected obstacles.

COMMON QUESTIONS

- What are the budget constraints on this project?
- How flexible are budget constraints?
- What internal deadlines does this project need to align with?
- What are the key milestones within the project?

**budget &
schedule**



EXTRAS

WHAT IS A DESIGN BRIEF?

A design brief is a document that defines the core details of an upcoming design project, including its goals, scope, and strategy. It needs to define what the client and a designer, need to do, and within what constraints.

In many ways, it works like a roadmap or a blueprint, informing design decisions and guiding the overall workflow of the design project, from conception to completion. Most importantly, a well-crafted brief should help both parties to make sure that there is full agreement among the stakeholders on project deliverables, budget, and schedule.

OTHER RELEVANT INFORMATION

Depending on the project, you may need to include additional details in the design brief. For example:

- Who are the main competitors?
- Are there any "do not's"? Any features or creative directions you want to reject upfront?
- Who will do the final approval? Who will have the power to approve or reject your work at the end of the project?