

The 5-Minute Design Brief Template

Fill this in, attach your files, and send it to your designer. Rough answers are fine.

1 Project

What are you asking your designer to create?

2 Goal

What should this design accomplish?

3 Audience

Who will see it?

4 Platform

Where will it be used?

5 Copy

What text must appear? (Headline, supporting text, call to action. Note if it isn't final.)

6 Visual direction

3 to 4 words describing the look you want.

7 Avoid

Styles, colors, layouts, or elements you don't want.

8 References

2 to 3 examples, plus what you like about each

Link or example

What I like about it

Link or example

What I like about it

Link or example

What I like about it

9 Assets

Tick what you're attaching or linking.

☐ Logo ☐ Photos ☐ Product images ☐ Website ☐ Existing graphics ☐ Brand colors/fonts

10 Visual direction

Number of designs, file formats, and dimensions.

How many

File format

Dimensions

11 Deadline

When do you need the final files?

12 Other requirements

Anything else the designer needs to know (revision rounds, who gives feedback, must-have vs. nice-to-have).