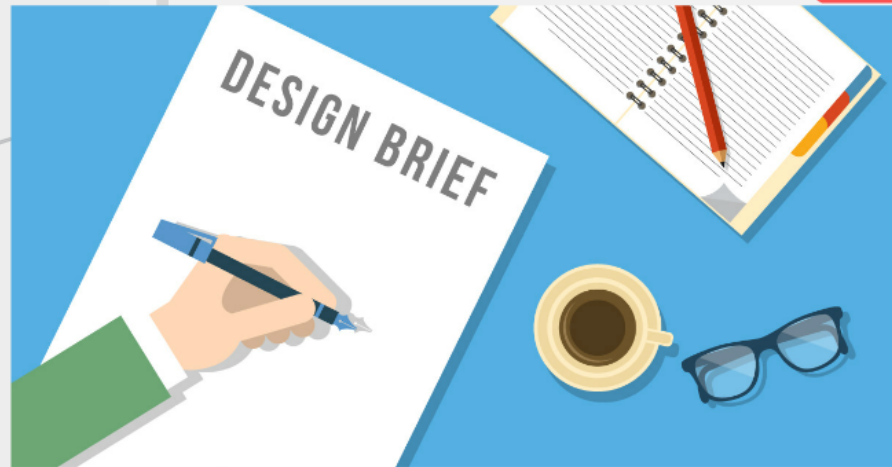


RECAP

The importance of a design brief



What do I need to extract?



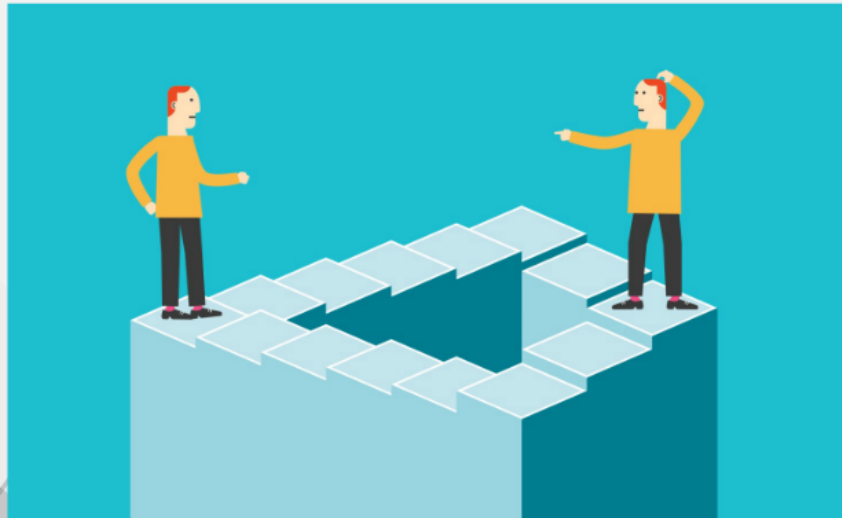
What to include?

- AIDA (Attention, Interest, Desire, Action)
 - USP
 - Target Audience
 - Pricing
 - Expectations
 - Growth
 - Competition
 - Logo / design elements (brand image)
 - Current advertising
 - Call to Action
 - Timescales
- 
- 

SMART OBJECTIVES

Setting a Goal

LONG TERM
SHORT TERM



When was the last time
you set yourself a goal?

NYE resolution?
Sport?
Technical skill?

To do List / Check List

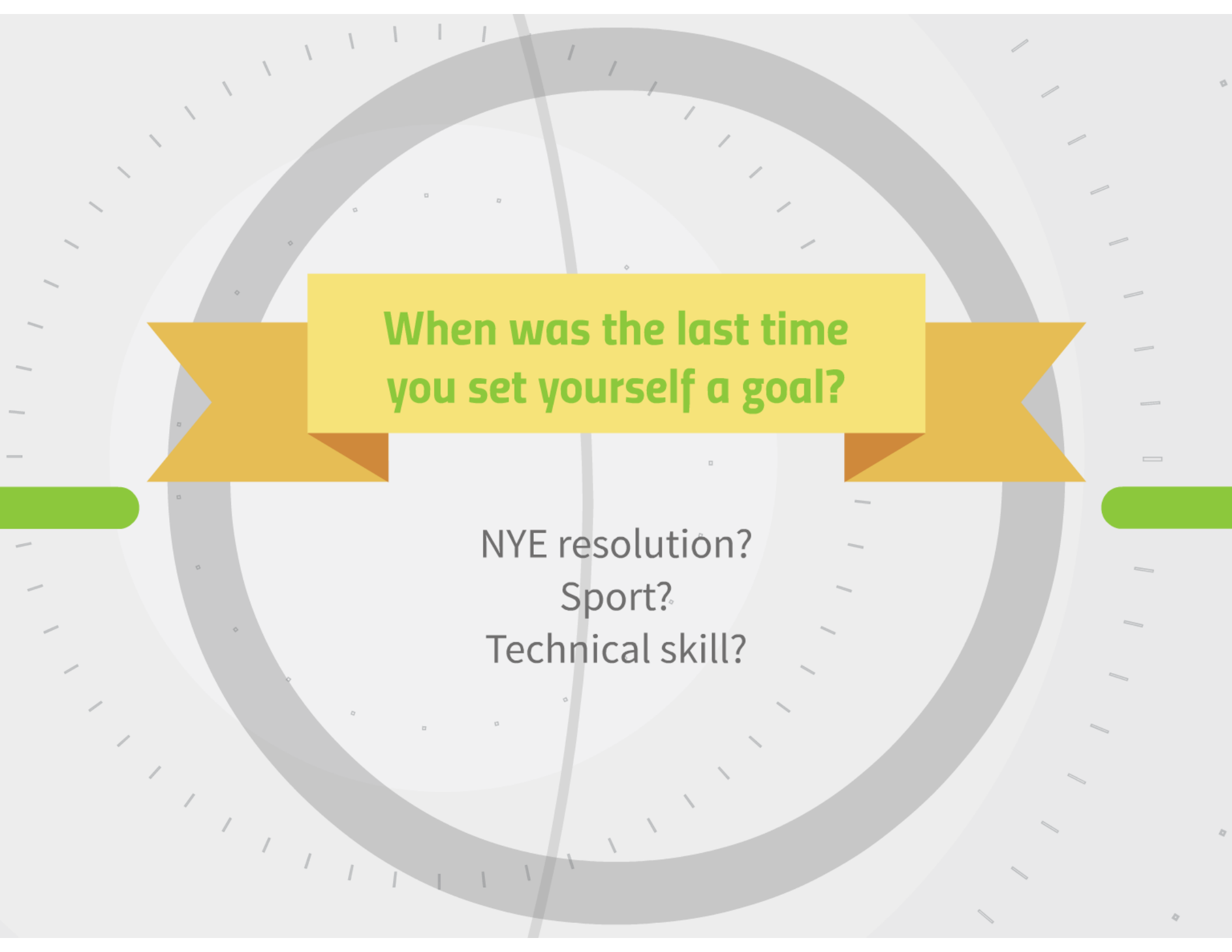


S M A R T

Specific
Measurable
Achievable
Relevant
Time Based



starts with a

The background features a large, light gray circle with a thick gray border. Inside this circle, there are several concentric circles of varying shades of gray. Small, dark gray tick marks are distributed along the outer edge of the large circle, resembling a clock face. A vertical gray line passes through the center of the circles. Two horizontal green bars are positioned on the left and right sides of the image, partially overlapping the large circle.

**When was the last time
you set yourself a goal?**

NYE resolution?
Sport?
Technical skill?

To do List / Check List



S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based



MEASURABLE

- How much?
- How many?
- How will I know when it is accomplished?
- Call to Action / Tracking
- Client satisfaction?

RELEVANT

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Is it applicable in the current socio-economic environment?

ACHIEVABLE

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints?

SPECIFIC

- What do I want to accomplish?
- Why is this goal important?
- Who is involved?
- Where is it located?
- Which resources or limits are involved?

TIME

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?

Specific
Measurable
Achievable
Relevant
Time - constraint



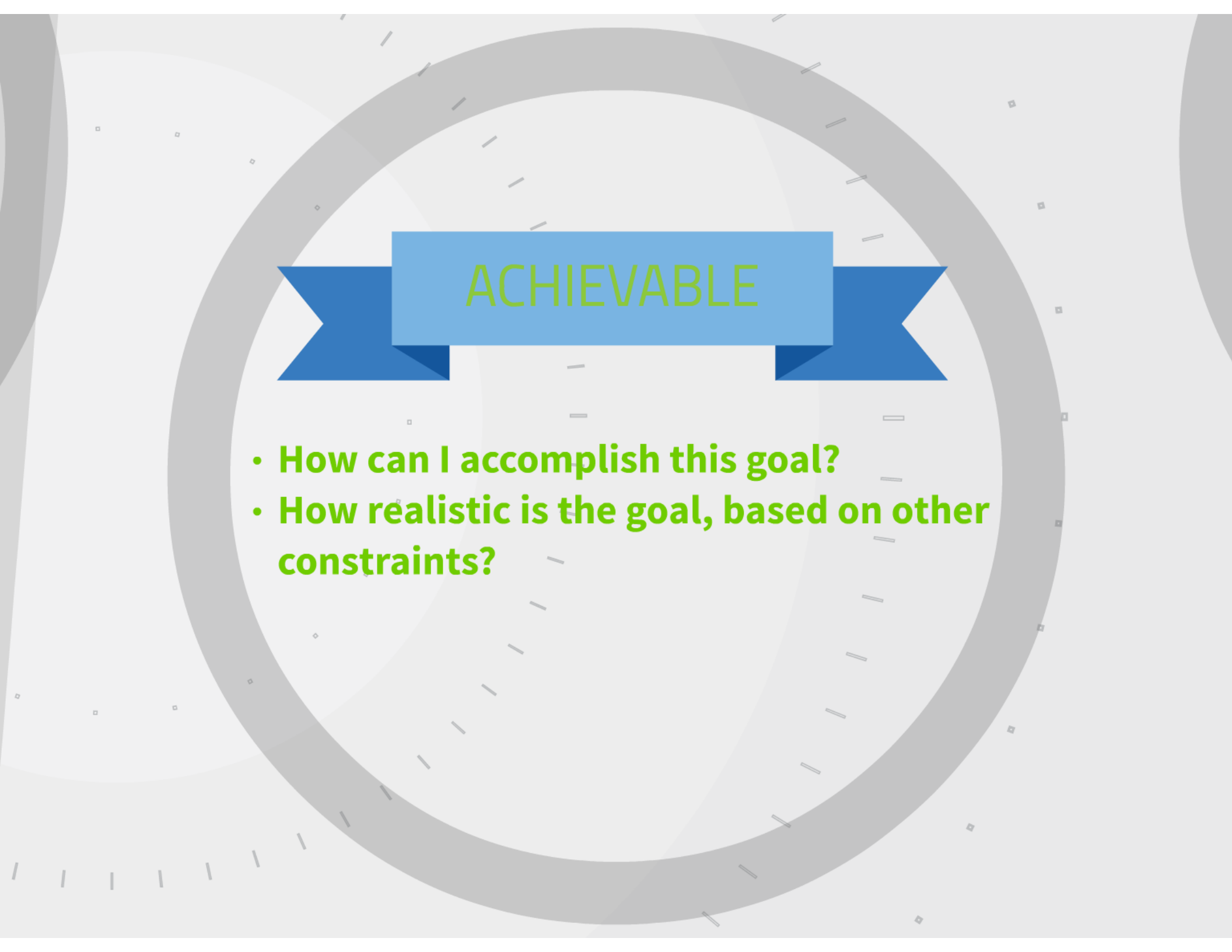
SPECIFIC

- **What do I want to accomplish?**
- **Why is this goal important?**
- **Who is involved?**
- **Where is it located?**
- **Which resources or limits are involved?**



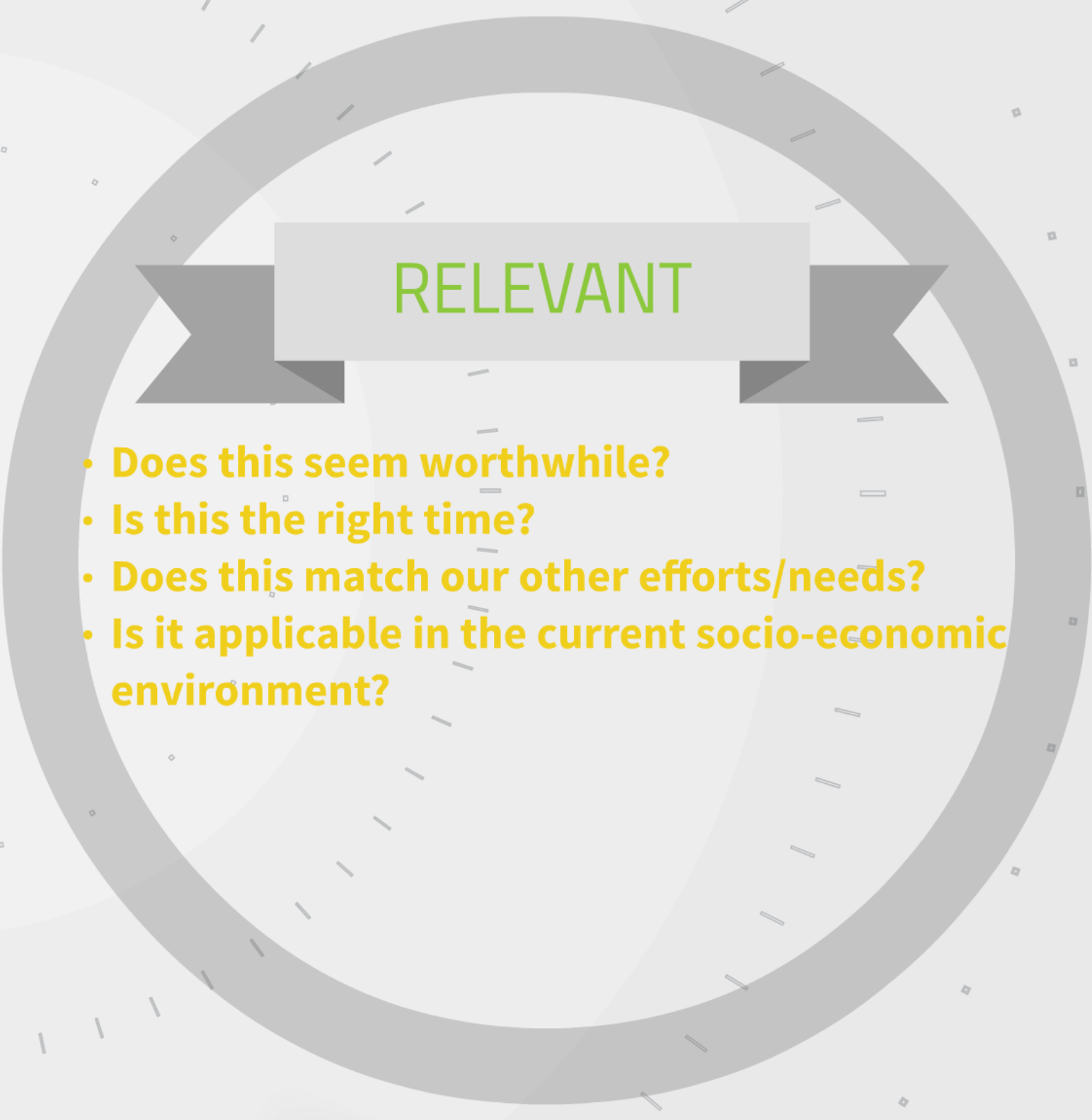
MEASURABLE

- **How much?**
- **How many?**
- **How will I know when it is accomplished?**
- **Call to Action / Tracking**
- **Client satisfaction?**



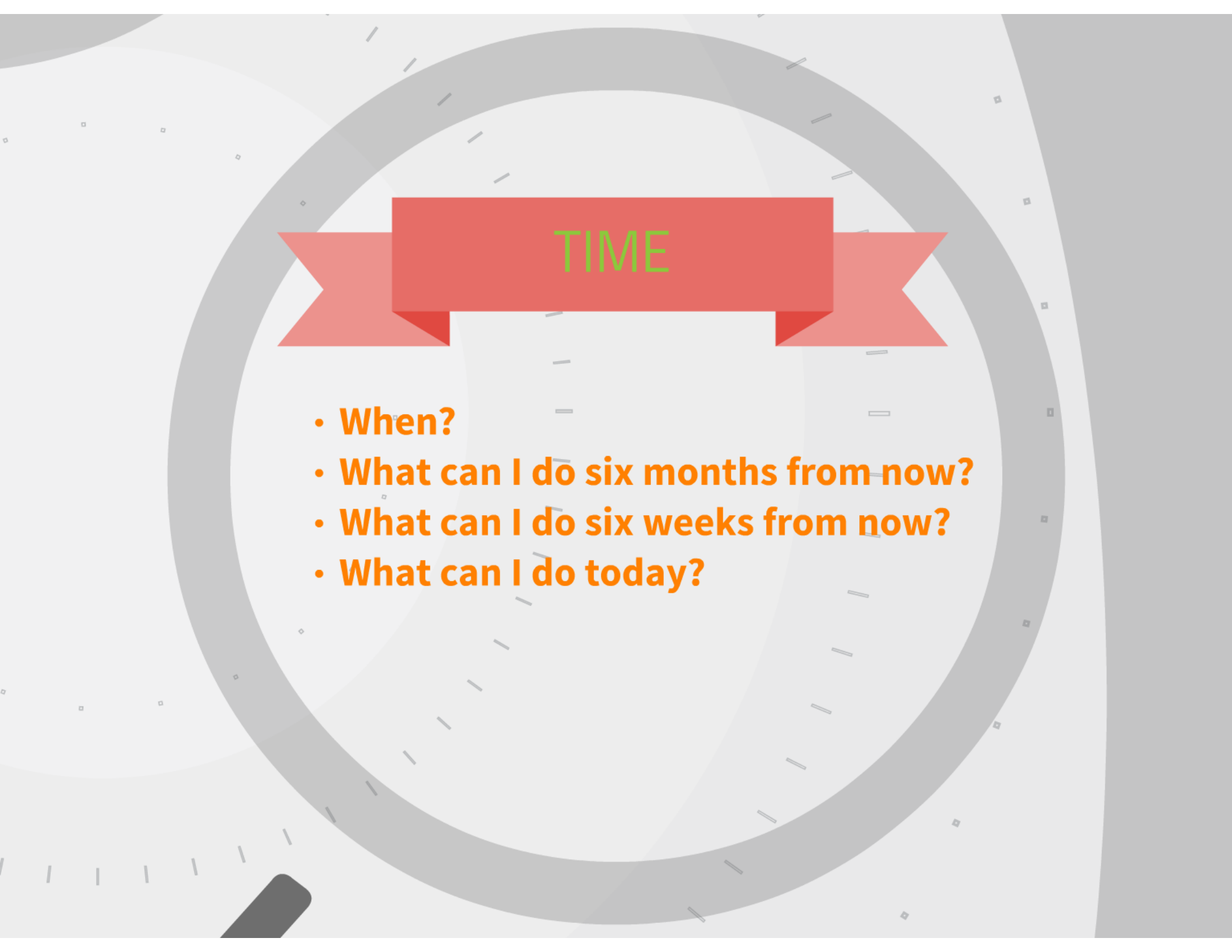
ACHIEVABLE

- **How can I accomplish this goal?**
- **How realistic is the goal, based on other constraints?**



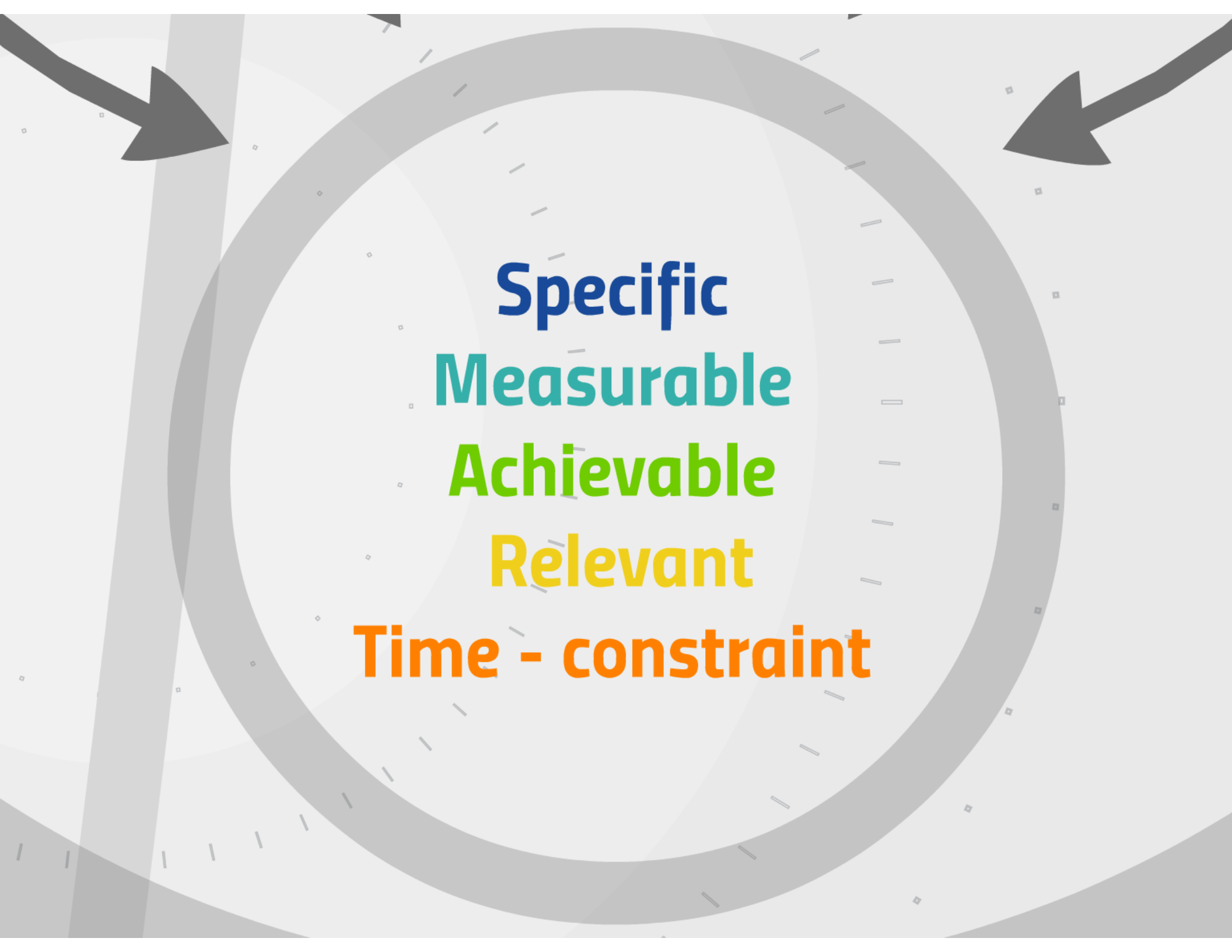
RELEVANT

- **Does this seem worthwhile?**
- **Is this the right time?**
- **Does this match our other efforts/needs?**
- **Is it applicable in the current socio-economic environment?**

The background of the slide is a light gray with a large, faint clock face. The clock face has a thick gray outer ring and a lighter gray inner circle. Small tick marks are visible along the outer ring. A red banner with a 3D effect is positioned horizontally across the center of the clock face. The word "TIME" is written in green, uppercase letters on the banner.

TIME

- **When?**
- **What can I do six months from now?**
- **What can I do six weeks from now?**
- **What can I do today?**

The image features a target diagram with concentric circles. Two large arrows point towards the center from the top-left and top-right. The background is light gray with faint, scattered lines and dots. The text is centered within the target.

Specific
Measurable
Achievable
Relevant
Time - constraint



Every project starts with a
brief..

Brief = Relationship with client



Show us your briefs!

Write your own SMART brief