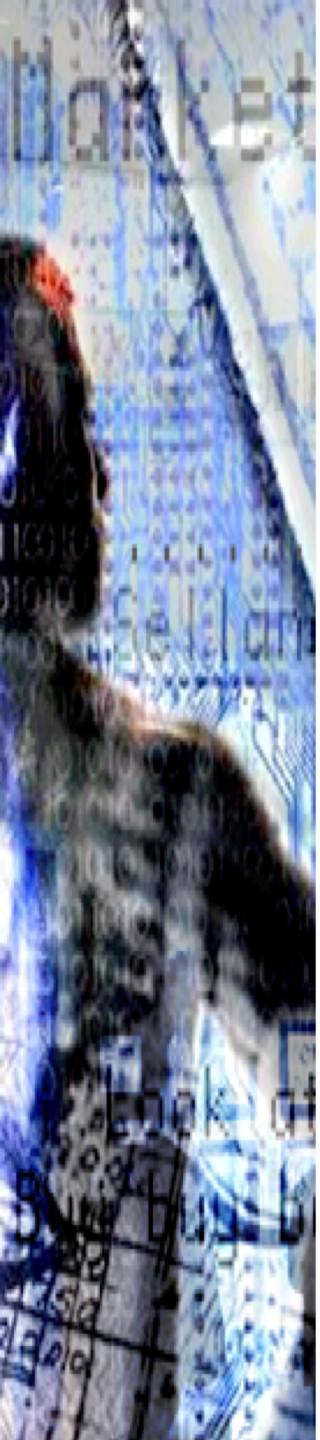


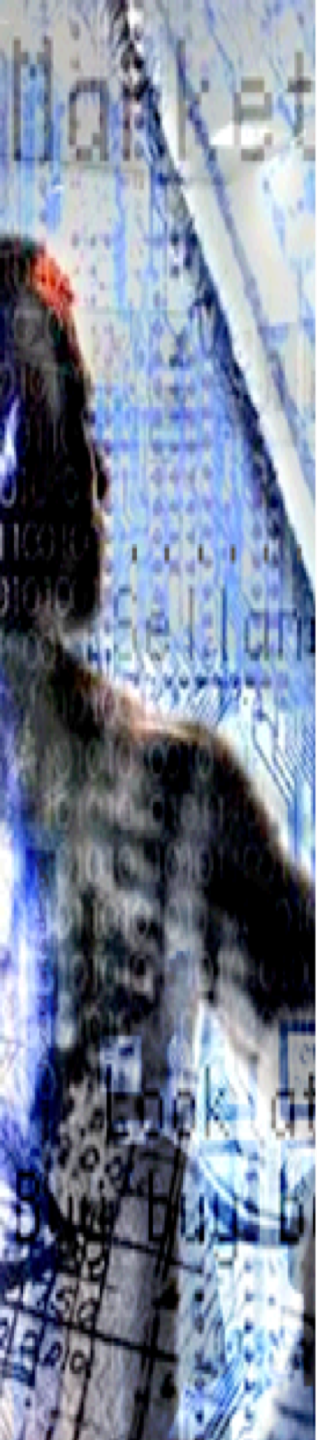
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A guide for students in Art and Design



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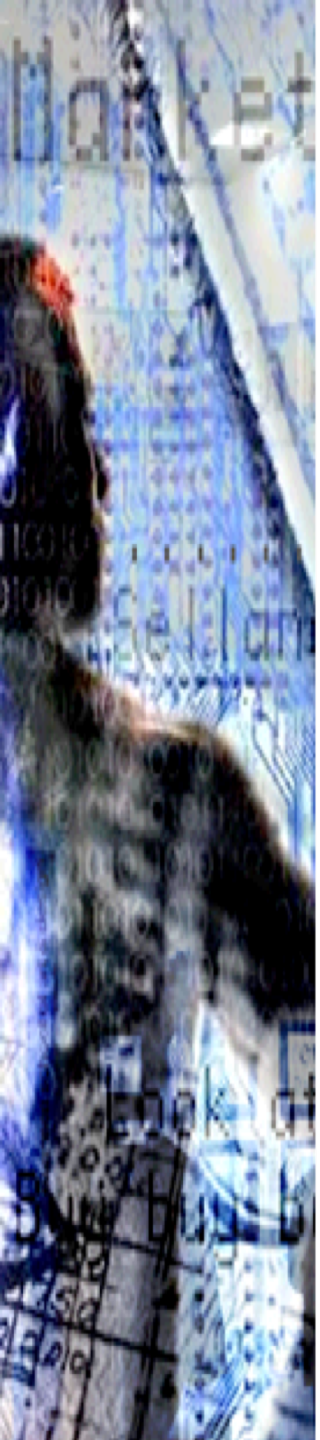


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The Briefing





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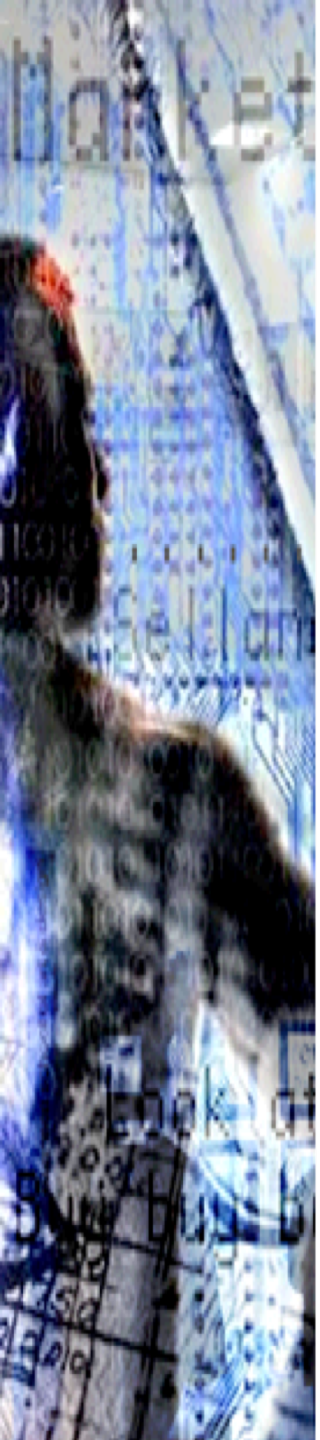
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A college design brief is nothing like the real thing

As they are purely designed for…

Educational assessment

..and written by lecturers, not clients.



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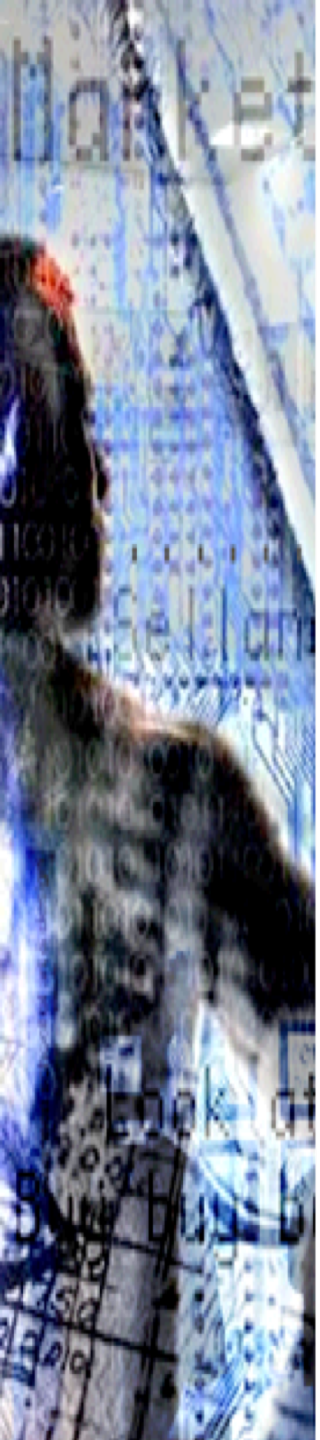
College brief

Fully written brief

Staff verbally expand on the problem

…are available for constant re-checking

Has to be consistent for all - no real changes occur



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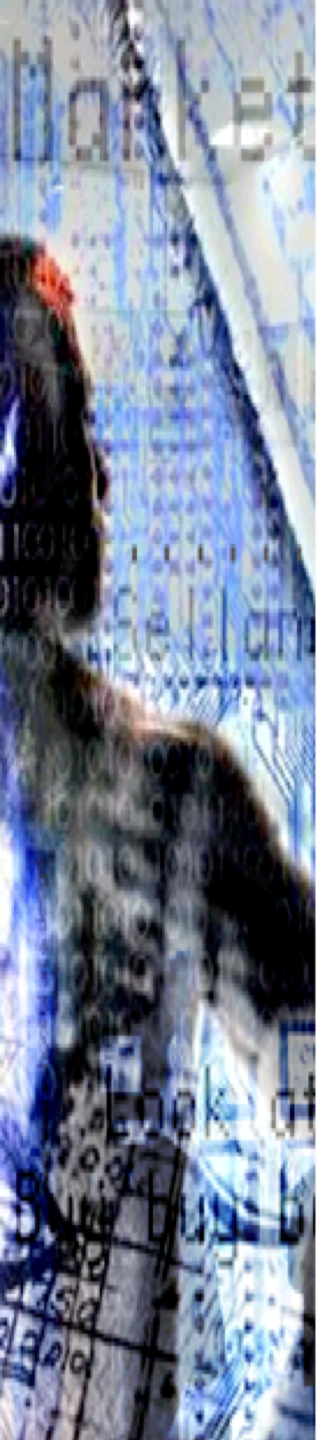
Professional Design Brief

Formulated by client

Who may have consulted an art director

Or may have little knowledge of the processes

Is working primarily to a budget



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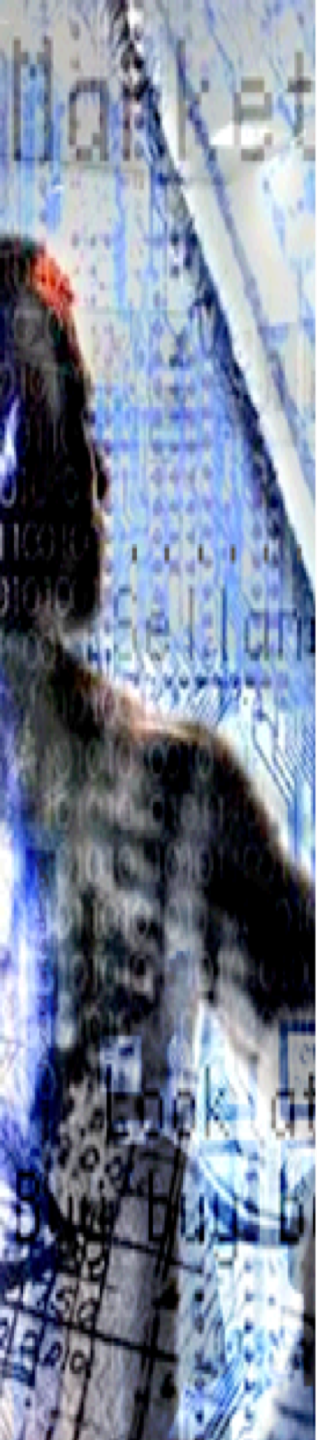
Professional Design Brief

Client may request your guidance

You may need to impress / help them

Communication goes both ways

Details are often not clear



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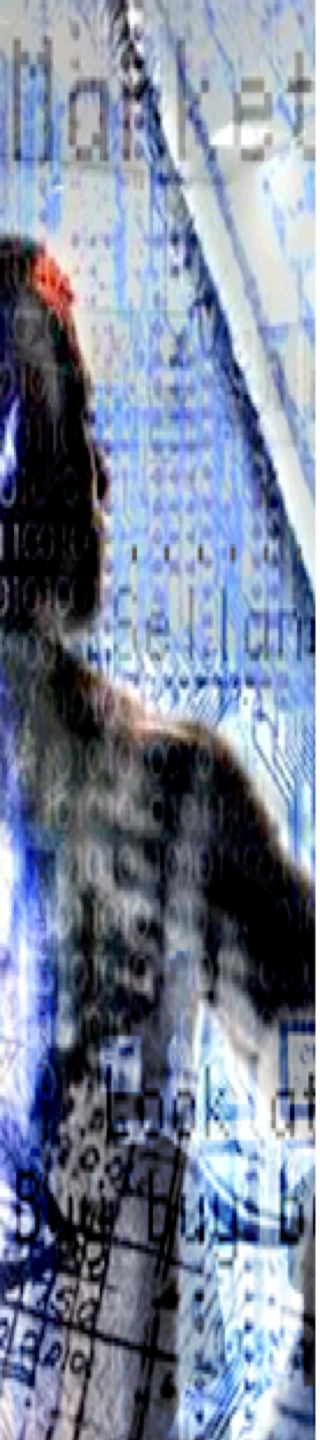
Preparation for the briefing

What should you take?

Samples of work?

Notepad and pen

Checklist of questions



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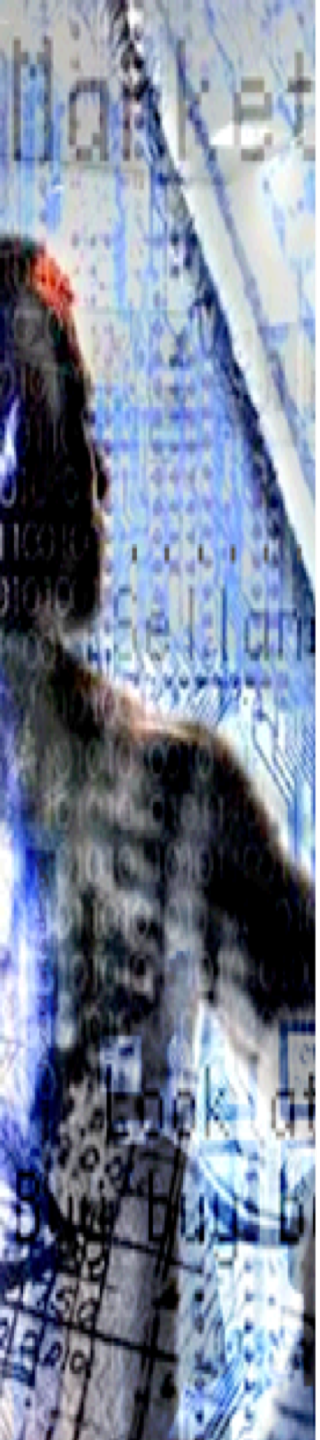
The checklist - ideas for questions

What are the aims of the design?

To whom is it aimed?

Print or Web? (or both)

Any colour restrictions



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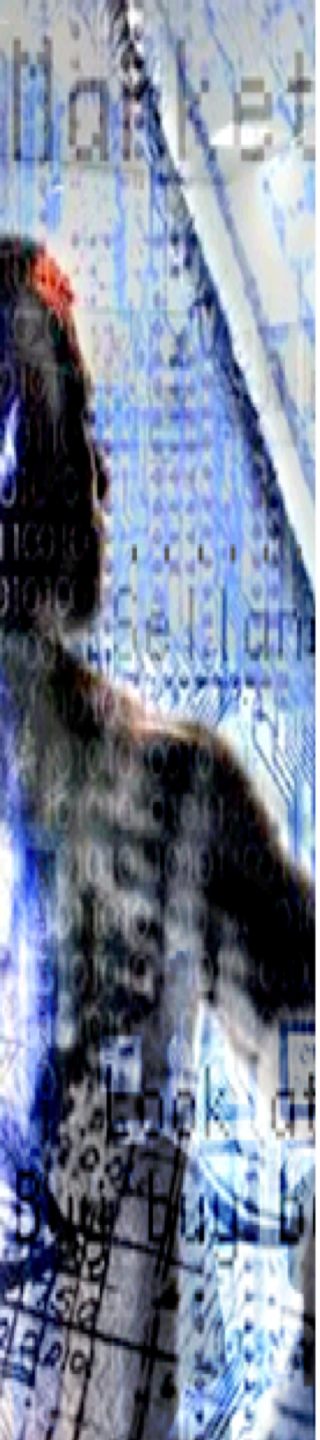
The checklist - ideas for questions

Are there any size restrictions?

Is there a proposed number of pages?

Will illustrations / photographs need commissioning?

What references are available?



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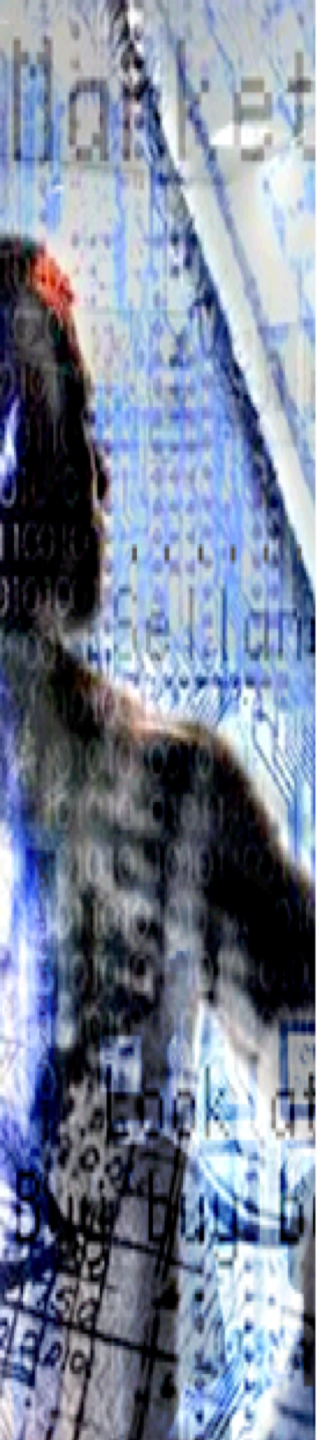
The checklist - ideas for questions

How much copy will be needed?

Is it available / when to be supplied?

When will specific resources be made available?

When are the deadlines - ideas / artwork etc.



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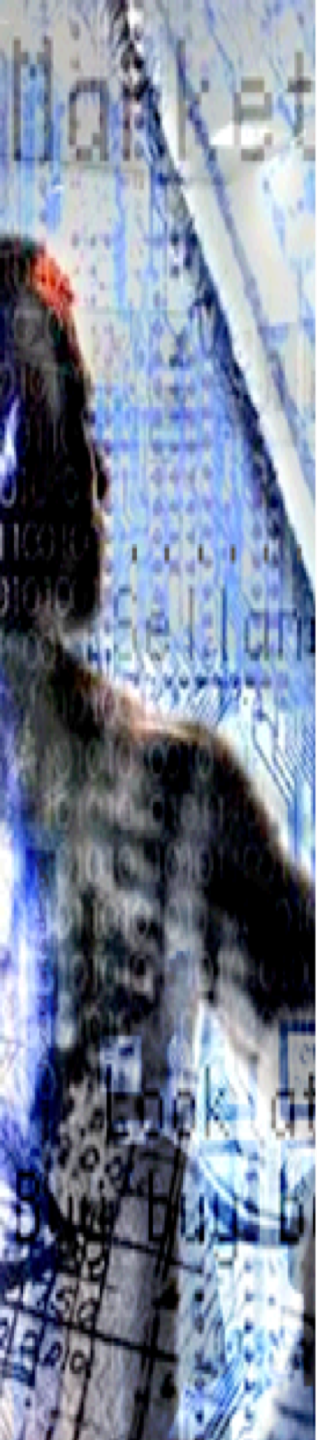
The checklist - ideas for questions

Is there a set budget to work to?

Or are quotes / estimates required?

At what point(s) are these needed?

How will payment be made?



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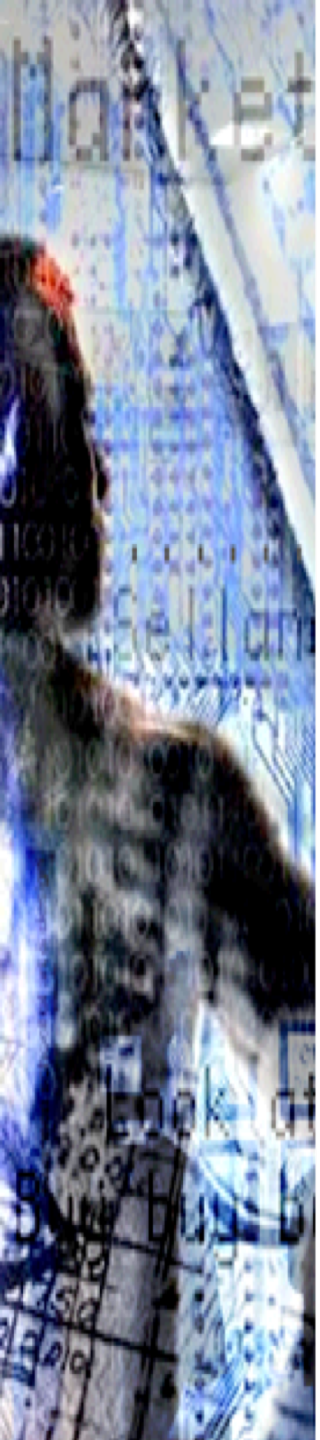
Payment options

Lump sum on completion of work?

Weekly?

At production stages?

Alternative way?



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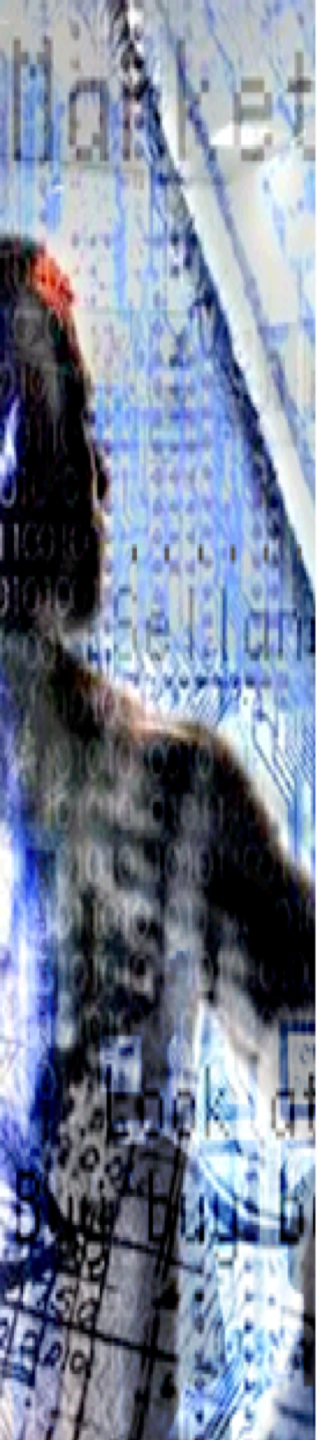
The checklist - ideas for questions

Terms of Copyright etc?

Printing or ISP arrangements?

Ask for signed response if possible - letter etc.

Present your checklist accordingly



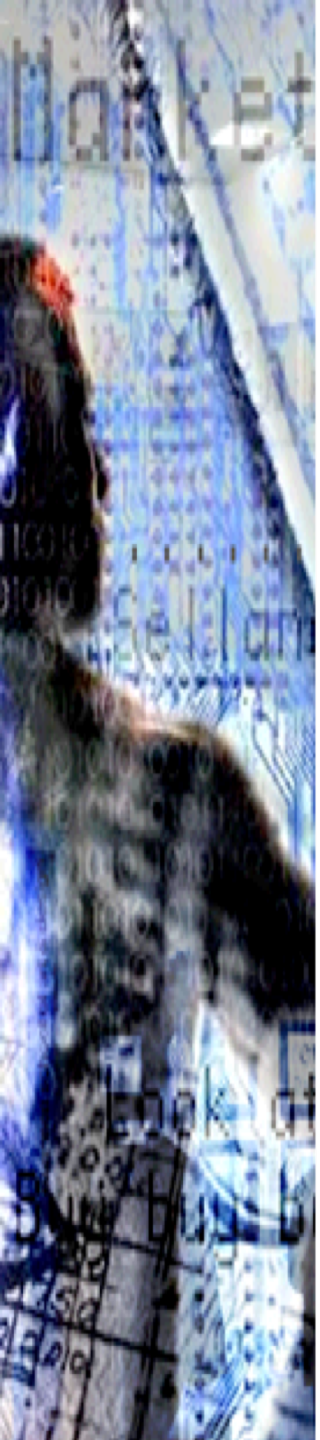
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Your task

Include a personal sample checklist in your diary

Professionally presented in your house style



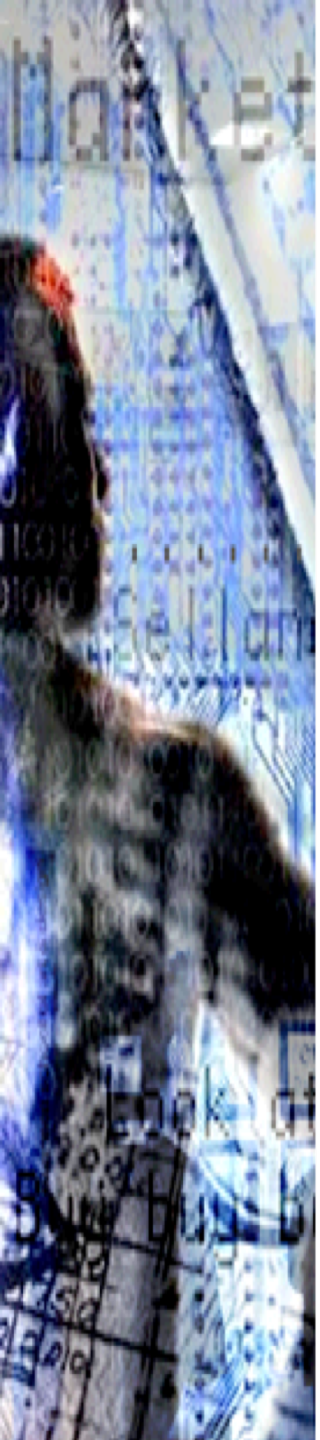
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Ex students comment

I find myself teaching my clients half the time… explaining how my job works
(Darryl Edgecombe - Graphic Realm)

Coming away with the right information can make the difference between getting paid or not - as I discovered!
(Ian Simmons - Dragonart)



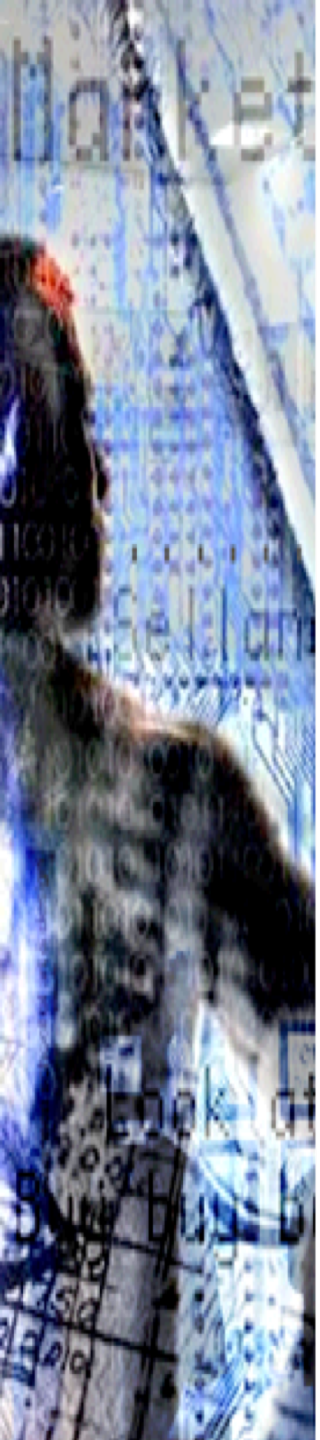
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Ex students comment

My checklist that I did at college was pretty thin… can I catch up with you to do a better version… think I need it!
(Leanne Ellis - Children's book illustrator)

We got together (a group of graphics and illustrators) like we did in year 2… it was amazing what we all thought of for that checklist
(Tom Buttle - Big Fish - Little Fish, Business Plan Group)



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The Briefing



Think, study and deliver!



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