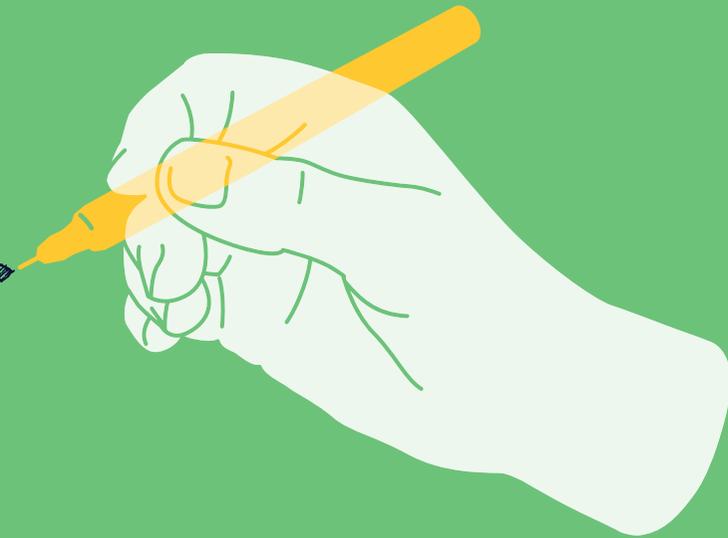


# DATUM.

CROSS-MEDIA  
PRODUCERS

## **The Design Brief**

Understanding your project



# Overview

This document has been compiled to help us understand your creative requirements and the challenges of your project. This enables us to ensure the production and creative process runs as efficiently as possible for you. Simply complete the PDF questionnaire and email back to us.

Date	How many years has the business been trading?	What final impression would you like to leave?
<input type="text"/>	<input type="text"/>	<input type="text"/>
Project Title	What makes your business unique?	How will you measure this projects success?
<input type="text"/>	<input type="text"/>	<input type="text"/>
Contact Name	Who are your competitors?	
<input type="text"/>	<input type="text"/>	
Contact Email	Do you have a set budget for this project? If so how much as this will determine how far we can develop your project and where the budget is best spent?	
<input type="text"/>	<input type="text"/>	
Project Description		
<input type="text"/>		
Project Outline (tick those applicable)		
Print <input type="checkbox"/>	Digital <input type="checkbox"/>	Unsure <input type="checkbox"/>

# Design Brief

Is this an update to an existing format?

Is this project to be in the current style, or are you looking for something fresh?

If existing, are samples either digital or printed available?

Are brand guidelines in place and available?

What is the project's main objective?

Who is your target audience on this project?

What problem is it trying to solve?

What is the main message you would like us to convey through the project?

How will this document be used by the end user?

What is the main message you would like us to convey through the project?

How long do you anticipate this project to be in circulation?

Does this project require a logo?

If so is the logo to be

Image based  Text based  Both  Unsure

Does this project require specific market research?

Are there any colours you like/dislike?

Is there anything you would like us to avoid?

Is copy writing required or will copy be supplied?

Do you have any additional comments?

# Imagery

Do you have existing photography?

Do you need us to arrange photography? If so is the photography location based or studio based? Is anything required that will need to be considered, professional models, props etc?

Do you want us to use 'stock' photography?

## Recent Projects

Our in-house designers excel at producing engaging creative designs from initial concepts all the way through to final artwork and delivery.

Do you have a campaign that is crying out for some creativity?

We'd love to get our hands on it!

Or maybe you have some great visual ideas but you just need help putting it all together? We'd love that too.

We create design and artwork for all formats, to your guidelines and can manage even the most complex specifications. Plus, as you already know, we can handle the whole project... right through to the print itself.

Full hands-on control = perfect results!

DOWNLOAD



**01707 251 222**  
datumcp.com

A selection of previous design and artwork projects can be found at [datumcp.com/aw](http://datumcp.com/aw)