



4everDesign: recommendations for submitting a design brief

Put simply, the more information you can submit, the more accurate and complete the returned proposal can be.

Background

Tell us briefly about your company, it could be useful to know the size, market position, philosophy and main competitors. Please, supply the URL's websites of your main competitors or related organizations if they exist.

Can you give us 3 Unique Selling Points that separate you from your competitors/similar organizations?

Detailed Description

Please provide as much detail as possible in this section. The more descriptive you can be, the more accurate we can be with the overall response.

Current situation

Do you have a current website we can use as reference? Please give us the URL.

Please describe "Why the need for change"?

Does the new design requirement need to integrate with a larger overall marketing/product launch campaign?

Audience

Who is your anticipated audience?

Are audience demographics important? If so, please describe how and why.

Administration

Have you assigned a budget for this? If so, is this an informed budget or a rough estimate?

Please describe any deadlines associated with the new design project and if this requires key milestones, please also provide that information too.

Internal References

We have already requested any urls for your current website but please also supply, where possible and where appropriate, details or artwork for us to meet your corporate identity specification or policy.

External References

If you particularly like the look and/or feel of any other graphic/web design products and would like us to use those as references in the design, please indicate this.

Content

Do you already have copy we are to include?

Do you have all of the imagery you wish to be included or would you prefer for us to supply context-related royalty-free images?

If we are developing a website for you, please use the checklist below to describe the number and scope of required pages. If you can provide a sketch of a site map, that would be ideal:

- * Format: brochure site, blog, interactive, back-office/database support, or e-commerce site.
- * Home page: Company & primary service overview
- * About us / history, sales or service territories, owners & directors, policies, investors page
- * Product/Services pages (multiple and heirarchical normally) / With or without online purchase facility?
- * Contact us/location
- * News and PR archive
- * Recruitment
- * Outbound Advice / Useful Links
- * Registration (collect e-mail addresses of interested visitors)

Search Engine Optimisation

Current website not visible in searches? Let us have your site URL and we'll investigate.