

Student Design Agency

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PRINT DESIGN BRIEF

Organization:

Date:

A design brief is a written explanation given to a designer outlining the goals and objectives of a design project. A detailed brief is a critical part of the design process; it helps to establish an understanding between the client and designer, serving as an essential reference tool throughout the project. Submit by email or as hard copy to the Student Agencies Office in Frist 201.

IMPORTANT NOTE: Be as specific as possible in the brief and provide as much information as possible. If necessary, attach information on separate sheets. While the interactive design process is exciting, **please limit the number of emails you send.**

Try to collect, edit, and compile all the information you obtain from your colleagues before emailing it to us. This is helpful so that information does not get lost in shuffle of multiple emails.

1. Contact Information List primary contact person(s), organization role(s), email address, and phone number.

2. Organization Profile Introduce your organization/event with a short description.

o What product, service, or activity you provide.

o Mission statement or philosophy

o Concise history

o List like organizations/competitors. Provide links to websites if applicable.

3. A. Project Goals Define the project and desired outcomes. Good design can influence the success of an organization but clear goals are essential. For example: "Design a poster to generate publicity for an upcoming dance show" or "Design a departmental brochure for the 2006-2007 academic year."

Include **exact text** that will go on design. Correcting errors after the design is created will incur an extra charge.

B. Product Format Define dimensions and quantity of final product, i.e. 50 qty. 11" x 17" full-color, full-bleed posters. Bleed (more costly, higher quality): color goes all the way to the poster. No bleed (less costly, lower quality): white border around design.

C. Printing Options Please include any specifications relevant to printing or distribution, including preferred vendors. The SDA can act as a printer liaison and also offers distribution options through the Publicity Agency.

4. Target Audience Identify your primary audience. Be specific with any demographic features concerning your audience that are relevant to the design process.

5. Budget and Schedule Providing budget expectations will give the designer a good idea of the type of solution they will be able to provide. List specific deadline (such as a holiday or special event) that design must be ready for **printing**.

6. Design Examples Start a repository of any visuals you like. Design is a visual medium so a verbal description of "the cool poster with a blue background" has little meaning. Include a few of these examples describing what you like about the colors, imagery and typography. Any images that you would like to use in the final print design must be provided in a high-resolution (300dpi) TIFF or JPEG format on a CD to Frist 201 or sent to design@princeton.edu.

Also, if applicable, attach samples of your organization's current logos, past publicity material, etc. for reference and consistency.