## Design brief template.

Date
Client name
Client contact details
Project name
The big picture
The situation
The journey
Key objective
Line in the sand
Success
The team
The facts
The deadline



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## DESIGN BUSINESS SCHOOL **DESIGN STUDIO MANAGEMENT PROGRAM**

FACT SHEET 34 : COMPETITORS CONTINUED

The detail
Client background
Project background and scope
Constraints
The budget
The market
Target market
Perceptions
Competitors?
Branding/guidelines
Work to date
Approval process
Expectations