

# Design brief template.

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Date

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Client name

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Client contact details

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Project name

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***The big picture***

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The situation

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The journey

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Key objective

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Line in the sand

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Success

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The team

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The facts

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The deadline

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*The detail*

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Client  
background

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Project  
background  
and scope

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Constraints

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The budget

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The market

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Target market

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Perceptions

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Competitors?

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Branding/guidelines

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Work to date

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Approval  
process

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Expectations

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