

## why do we ask for this?

It ensures that we all know exactly what you want to achieve from the project.

It acts as a point of reference for designers, forming the focus of their work. Sometimes we need to pass jobs onto another designer, depending on the amount of work that is in the studio. Having a brief enables us to easily transfer the job, as well as all the details that go along with it. At peak times we may have up to 15 jobs that need to go to print all requiring different outputs, delivery times and destinations. Without a properly completed brief we aren't able to pick up any oversights or pass the job over to someone else. A job may be in A4 size, but needs to be

printed in the US for example. By knowing this beforehand we can anticipate a redesign due to printers in the US not being able to print in A4 size.

When we get asked to produce something we need to ask certain questions to make sure the job is done right the first time, in the quickest possible time and for the lowest cost. Not having all the information from the start can push up the cost, slow down the process and leave room for mistakes. All projects that enter our department follow a process and each point requires questioning – most we are able to answer ourselves but in many occasions we need to know this from you to fill in the blanks.

**Please select the service you require from the options below...**

## your project goes through stages

### Stage 1: Information gathering

A new project starts with a briefing meeting with one of our designers. This usually takes place in our premises but we're flexible. We will talk through the job, looking at what you want to achieve and when. This meeting often includes looking at design samples, paper, other materials and types of printing, and discussing text, photography, page counts, print runs and schedules.

### Stage 2: Costing the project

Next we will give you an estimate that includes a job description or specification and, in more complex jobs, a summary of what was agreed at the briefing meeting. The estimate gives a breakdown of design and production costs. This usually takes three or four days. At this stage the client often comes back to discuss and modify the specification to fit a budget.

### Stage 3: Gathering resources and scheduling

Resources are text, photos, illustrations etc. We are happy to commission these for you or work with what you supply. Sometimes it's useful to start a design using sample headers, images and filler text before the real text and photographs are created, but it will be impossible to do so without knowing how many photos and how much text. Whatever route we take, at this stage we will work out who needs to do what by when, so that we can achieve your deadline.

### Stage 4: Design and development

Once we have enough resources, the designer will work on creative ideas and give you a mock-up or digital visuals of part or all of the product. You will have time to consider the designs and come back to the designer with your thoughts and what changes might be required. It's our job to meet your needs and we will keep going back to design ideas until you're happy.

### Stage 5: Proofing

With smaller jobs, like leaflets, the design stage includes a first proof. With larger projects, the approved design idea is applied to the whole publication before we supply a first proof. Usually two or three proofs are enough to make amendments and check detail. We budget for the client to make small changes to the text but if major alterations come to light at this stage, we will review the job/print costs and specifications. If extra work is required, it will be costed and rescheduled (if necessary) and agreed with you before we go ahead.

### Stage 6: Production

Once a final proof is signed-off, the work goes to production with our contractor (usually a printing company). If the job is full-colour, we will send you a printer's proof to check colours. On final delivery, we try to check quality (e.g. colour consistency and finishing) to make sure you are satisfied with the final product. This is why time is critical so that we can catch any issues instead of it going direct to the R&R, for example, with us never seeing it.

### Stage 7: Archiving and re-use

We keep all our jobs listed with a job number ie. 1201-5010. This helps us link it with a brief and the printed product. Quoting this number will help us find anything you may need reprinted in the future.

No one likes to wait in a queue, we understand that and we strive to keep the queue as small as possible. But from time to time a job comes in without a properly completed brief. This is what causes a bottleneck slowing down all the projects.

We love to do favours but these quickly add up to fill up a designer's day. We know a small favour is sometimes so small that the mere mention of a brief brings a tear to the eye. That's why we have added a section for those real quickies that require no external printing, no major changes and can be done in under five minutes. These include things such as printing one A4 page, creating a PDF of a Word document or sending you a logo. We hope that you will still supply as much information as possible to get it done right with no backwards and forwards emailing and calling.

You will notice that we have added some new features to the briefing form. One such point we would like to draw to your attention is the meet-in-person button. Some of you would like as little face-to-face contact as possible during your busy day, but we also know some of you like the personal touch. So if you feel you would like to talk about your project in person please let us know by ticking the box and we will have a designer over to you at your earliest convenience. Otherwise leave it unticked and we will deal with you by phone and email only.

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***We hope that by having a fully completed creative order form you are able to sit back, relax and not worry about a thing with the knowledge that we have all the necessary information to deliver your project on time and within the allocated budget.***

# order for editorial work

Do you want to meet in person to discuss?    yes     no

Project name

Client name

Contact email

Phone

Division

Date

## what do you want us to write?

Web content     Other (please specify)

Brochure

News story

Poster

Proofread only

\*Completion date  /  /

\*We need at least 1 week turn around for written projects, depending on the size of the project

## tell us your ideas...

\*Please describe in detail what you aim to achieve from this project, how many words you need, and the style that you are after. Please also include any written material, information we may need to write this project.

\*Compulsory fields

\*Target audience    internal     external

## brand guidelines

Does the client require a certain tone?    yes     no

If so please specify below...

Will they allow us to write copy for them?    yes     no

## business needs

What's the purpose of the project and how will it benefit the business?

## output

How would you like your content once complete?

Word doc emailed to specific address (please specify)

Sent to a designer for integration

Printouts

Other (please specify)

*Thank you for taking the time to fill out this form...*

# order for print artwork

Do you want to meet in person to discuss?      yes       no

Project name

Client name

Contact email

Phone

Division

Date

## what do you want us to make?

- |                                        |                                            |
|----------------------------------------|--------------------------------------------|
| Logo/Branding <input type="checkbox"/> | Stationary <input type="checkbox"/>        |
| Manual <input type="checkbox"/>        | Flyer <input type="checkbox"/>             |
| Poster <input type="checkbox"/>        | Campaign material <input type="checkbox"/> |
| Newsletter <input type="checkbox"/>    | Advert <input type="checkbox"/>            |
| Publication <input type="checkbox"/>   | Event production <input type="checkbox"/>  |
| Printing <input type="checkbox"/>      | Quote only <input type="checkbox"/>        |

\*Completion date  /  /

\*If less than 1 week please include valid reason and sign off from your line manager

## tell us your ideas...

\*Please describe your design/media project. Highlight preferred colours and designs. Possibly enclose magazine clipping, website examples of styles you like. We will create an original design but finding out what you require is important at this stage...

\*Compulsory fields

Have you enclosed examples of similar design work that you like?      yes       no

\*Target audience      internal       external

## brand guidelines

Are there any guidelines that we need to follow when designing for the specified brand? e.g. pantone colours, shapes, fonts...

Have you enclosed any of the clients brand guidelines or samples of current clients artwork?      yes       no

## business needs

What's the purpose of the outcome and how will it benefit the business?

## printing

\*Quantity

\*Size  e.g. A4

\*Finish  e.g. gloss, silk, laminate

\*Delivery information  e.g. cobra group

*Thank you for taking the time to fill out this form...*

# order for web design

Do you want to meet in person to discuss?

yes  no

Project name

Client name

Contact email

Phone

Division

Date

## what do you want us to build?

Website  Other (please specify)

Banner

Email newsletter

\*Completion date  /  /

\*If less than 1 week please include valid reason and sign off from your line manager

## tell us your ideas for the site...

\*Please describe your requirements for the project. Highlight what the main function of will be. Possibly enclose existing work that we could base the style of the new work on.

Have you enclosed examples of web work that you like?

yes  no

\*Target audience

internal  external

## brand guidelines

Are there any guidelines that we need to follow to keep consistency with existing work?

Have you enclosed any of the clients current online identity?

yes  no

## business needs

What's the purpose of the outcome and how will it benefit the business?

# order for photography

Do you want to meet in person to discuss?    yes     no

Project name

Client name

Contact email

Phone

Division

Date

## what do you want us to shoot?

Event     Person/People

Portraits

Meeting

Promotional material     Other (please specify)

Product shots

\*Completion date  /  /

\*If less than 1 week please include valid reason and sign off from your line manager

## tell us your ideas for the shoot...

\*Please describe your requirements for the project. Highlight what the photos uses will be. Possibly enclose existing photos that we could base the style of the new images on.

\*Compulsory fields

Have you attached or sent us a link with examples of photography that you like?    yes     no

\*Target audience    internal     external

## brand guidelines

Are there any guidelines that we need to follow when shooting to keep consistency with existing photography?

Have you enclosed any of the clients current photography?    yes     no

## business needs

What's the purpose of the outcome and how will it benefit the business?

## output

How would you like your photos once they have been finalised?

Printed     Other (please specify)

CD/DVD

USB drive

Downloadable link

*Thank you for taking the time to fill out this form...*

# order for video & audio

Do you want to meet in person to discuss?    yes     no

Project name

Client name

Contact email

Phone

Division

Date

## what do you want us to shoot?

Event     Person/People

Portraits

Meeting

Promotional material     Other (please specify)

Product shots

\*Completion Date  /  /

\*If less than 1 week please include valid reason and sign off from your line manager

## tell us your ideas for the shoot...

\*Please describe your requirements for the project. Highlight what the video/audio uses will be. Possibly enclose existing content that we could base the style of the new project on.

\*Compulsory fields

Have you enclosed examples of existing video/ audio that you like?    yes     no

\*Target audience    internal     external

## brand guidelines

Are there any guidelines that we need to follow when shooting to keep consistency?

Have you enclosed any of the clients current video/audio?    yes     no

## business needs

What's the purpose of the outcome and how will it benefit the business?

## output

How would you like your video/audio once complete?

CD/DVD     Other (please specify)

USB drive

Downloadable link

*Thank you for taking the time to fill out this form...*

# order for a quick favour

Project name

Client name

Contact email

Phone

Division

Date

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tell us what you need...

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*Thank you for taking the time to fill out this form...*

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# Submitted.

*Thank you for taking the time to fill out this form!*

*We will process your order and confirm your required  
outcome as soon as possible.*

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C R E A T I V E