[**How do you write a design brief?**](http://www.davidairey.com/how-do-you-write-a-graphic-design-brief/)

There are a couple of main reasons why any graphic design project needs a detailed design brief: It spells out exactly what clients want to achieve. And it acts as a point of reference for you, your teachers and A-Level examiners. Use the headings below to outline the purpose of your Self-directed project. If a heading is not relevant to your project you can skip it.

Corporate profile: A summary of the client/business and a *brief* history will help.

Market position: A realistic evaluation of the company’s service/product relative to what competitors are doing.

Target Market: A description of your intended consumers/audience (demographic). Include age, gender, income, employment, geography, lifestyle of those the client wants to reach.

Current situation: An explanation of what’s happening to bring about the need for this project e.g., a new product launch.

Communication background: Previous and present communication activity, such as research, advertising, direct mail, graphic design, public relations, etc.

Communication task: What’s the intended message? Where possible, include information to be shown in the designed item e.g. taglines, body text, imagery, etc.

Objectives: What does the client want to achieve? Where possible, make the objectives specific and the results measurable, e.g. increase sales, raise awareness, appeal to a new market etc.

Deadline: January 31st 2016