

Creative brief template

Contact person	
Contact details	Tel: Mobile:
Unit/Office/School/Preschool or Children's Centre	
Budget (The amount set aside for the project, the account number against which the activity will be charged, any constraints/variables there maybe on the budget.)	Budget amount: Budget code:
Overview (Project information, summary of how the activity has come about; whether it's as a result of local decisions, research findings, new initiatives or the promotions of core business products and services of your school, preschool or children's centre.)	
Objectives (Your goals, measurable objectives, and outcomes should be linked to the <i>DECS Statement of Directions</i> , found on the DECS Website)	
Advertising and branding guidelines (There are guidelines re approval process for advertising and campaign materials – refer to advertising guidelines in <i>Section 9 – Advertising</i> .)	
Deliverables required (Copy, design, printed materials, banners, brochures, display advertisements, etc. Define the project and how it helps achieve strategic goals. Provide specific details of activity – ie printing 5,000 A4 fliers for letterbox distribution.)	Brochures: (Type and amount) Text: (Number of words and when) Web page or web download (Contact Online Communication Services tel: 8226 2068) Display advertisements: (How much and when) Banners: (How many and when) Signage: (What and when) Event material: (What – invitations, name cards, etc and when) Other: (What and when)
Target audience (Who are the primary audience, secondary audience and stakeholders?)	

<p>What do you want the audience to think, feel and do after seeing your communication? (‘What is your call to action?’)</p>	
<p>Tone and image (What style do you require – informal, warm, humorous, direct or functional?)</p>	
<p>Messages (The single most important message you want the target market to take from the activity –the one sentence that summarises your unique selling point. What are the features, benefits and value, prioritise the top 5 features and/or facts about the program/service and its value to the target audience?)</p>	
<p>Who are your competitors? (Other schools etc. What are their messages?)</p>	
<p>Support information (List in order of priority other information that should be included in the communication.)</p>	
<p>Selection of images (Where possible provide or suggest appropriate images. They should reflect/complement objectives, target audience, tone.) Don't forget to have consent forms signed for all photographs which have children in them. Ensure photographs are high quality and high resolution – minimum 200dpi.</p>	
<p>Mandatory inclusions (Logos and legal disclaimer) For logo and brand usage and protocols refer to Logo style guide in <i>Section 3 – Using our brand</i>.</p>	
<p>Schedule (An indication of the timetable for the project from the time of the initial request to the completion of the project. All critical dates should be included. Specify any time constraints or critical deadlines for the project ie departmental and government approval processes. To ensure your activity is effective allow sufficient time for production.)</p>	

Creative brief approval/comment form

Client (Project Manager / Staff member responsible)

Signature: Date prepared: / /

DECS Strategic Communications Manager

(DECS Strategic Communications will need to view all mass circulation advertising/promotional material prior to production)

Signature: Date prepared: / /

Director

Signature: Date prepared: / /

Graphics brief form

Job description:	Date:
Client	Tel: Mobile:
Quantity:	PMS colour/s
Stock (paper)	Project size:
Scans/logos/photos (required)	Text supplied (signed off as final)
Supplied (tick if applicable) <input type="checkbox"/>	
Finishing	Account number for billing
Web based version required (tick if applicable) <input type="checkbox"/>	
Delivery date:	Notes:
Delivery details:	
Distribution:	

Graphic design brief approval

Client (Project Manager / Staff member responsible)

Signature: Date: / /

Principal /Director

Signature: Date: / /

Graphic designer

Signature: Date: / /