



THE FUNDING NETWORK AUSTRALIA

Design for Impact Module 4 Handout

These days, there are plenty of DIY design tools out there, such as Canva, which enable you to create professional looking, engaging designs and communicate your messages clearly.

That said, there are many occasions when you need to utilise the skills of a professional designer. So, below is a template to help you brief your designer and ensure you've got everything covered!

CREATIVE BRIEF TEMPLATE

1. Describe your organisation and what makes it unique

TIP: Try and summarise what you do in one simple sentence. Avoid jargon and just give a broad overview of your mission, and your work..

2. Outline the project you're briefing the designer on

TIP: Is it an annual review, a brochure, a pamphlet? Will it be printed, or do you just need a digital file? Outline the overarching objective of the project and what you want it to achieve. What size design do you require?



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3. What are your goals?

TIP: Goals need to be clearly defined because they will affect all other decisions on a project. Do you want to raise money, increase brand awareness, or attract more donors? Having a concise objective provides a focus for the project roadmap.

4. Who do you want to reach?

TIP: Outline your target market and who you want this project to communicate to. List their characteristics, age, gender, their likes and their dislikes. Knowing your audience will shape the style and tone of the design.

5. Share your existing brand guidelines and logos

TIP: Do you have logo / brand guidelines? This will give the designer a good understanding of your brand so they can ensure consistency and include the right logos.



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6. Create a mood board

TIP: Here you can add in any great designs that you like so the designer draw inspiration from the designs and colour palate. This is really helpful for designers to visualise your idea and ensure your brief is in line with their ideas.

7. Outline your project timeline

TIP: Always include enough time for 2-3 rounds of changes. Provide the designer with the full project timeline, including printing dates if required, rather than just the final project deadline.



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8. What is your budget?

TIP: The budget sets the parameters for how much time you have to work with and what materials you can afford. It's important to outline a detailed overview of what costs are included in the budget, so make sure this is agreed upfront.

CREATIVE BRIEF ADDITIONAL CHECKLIST

- Do you have a bank of high-res images to share with the designer?
- Do you have additional marketing collateral you can share, so they can see existing design and get visual inspiration?
- Have you included a clear call to action?
- Have you proof read and finalised your copy? And, has it been approved by all necessary parties?