

BRIEF ESTABLISHMENT

Each project is unique and has a purpose beyond just design, there may be one or two familiar questions especially if we have partnered for a while, but your taking time to fill out these questions. Is so appreciated. Once we have them we can establish a written brief for approval, you are welcome to use these questions to establish your own brief to us emailing jason@sixfootdesignco.co.za

1. What are we creating for you?

I.e Brand or Product Campaign, Brand Redesign, Logo Website, Illustration Commission, Catalogue
What did you have in mind to include, would it be purely a digital or printed product or combined media project (both print and digital)

2. Is there something specific about what you make or do that must be focused on/Included? Technical Details, Differentiators, specific web content

3. How is the product/brand currently perceived by your audience? and how would you like it to be perceived?

If this a new product, information about how it is perceived by your competitors (who may sell Something similar) audience, or if a brand that may be perceived well in a certain area might want to reestablish themselves in another area. **Project Objectives**

4. Who is your audience? Current or trying to reach a new audience

5. Any specific preferences or references you want us to consider?

Maybe you saw an artwork that caught your attention that inspired something in you. That we should consider when proposing our creative direction to you.

6. Timeline and budget for the project? If not discussed or quoted on already

Contact, Whats App or Email

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