

Bring it to Life

Graphic Design



The 5 Step Design Process

1 Complete the Design Brief

This brief will open up important channels of communication and provide our designers with information that will be relevant in the creation of your marketing collateral.

2 Select a Design Package

Please refer to the design packages guide as this will assist you to choose the correct package for your situation – and of course these packages can be customised for your specific needs.

3 Design Analysis

Our designers review your brief to understand the project context and create initial draft design(s). The most appropriate one (or more depending on the package chosen) is then selected for a presentation to you.

4 Authors Edits

Following your review and feedback the designer will make amendments to the design based on your feedback. Don't worry if more authors edits are required than allowed for in your package, we have nominal charges that would cover these (as highlighted in the design package).

5 Sign-Off

Once the authors edits have been completed we will provide you with a final proof prior to sending the job to print

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THE BRIGHTER IMAGE FOR BUSINESS

Artwork Brief

Before you decide to embark on the journey of creation with us, we would greatly appreciate it if you would spend a couple of minutes reading through this document carefully, including the 5 Step Design Process.

Company Name

Contact Name (s)

Phone Number

- 1 What products and/or services are you promoting? What is the core overview of your business?
- 2 Who is your target market? Who would you like to buy your product/services (demographics)?
- 3 Do you have existing advertising material that you would like your new job to be based on? Previous brochures, cards identity or websites?
- 4 What is the key message you want to communicate?
- 5 What material will you be providing for this project? Logos, text, images, rough layouts, etc.
- 6 Would you like our designers to source images or illustration for you? If yes please describe what kind you would like to incorporate.
- 7 Do you have preferred colours you would like us to use? Please include PMS colours if known.
- 8 Is there a "Call to Action"?