

Design Brief Sheet



Date Required by:

Your e-mail:

When do you need the artwork/printed publicity by? Please note that some printed products may require several days for printing once artwork has been approved. Ideally you should submit an artwork request at least a month in advance of your event. It may not be possible to complete your requests during busy periods if you do not give enough notice. Requests during the run up to Freshers Week are unlikely to be possible due to high workload.

OFFICE USE ONLY

Date received:

Priority Band:

WHAT DO YOU REQUIRE?

Noticeboard Posters

- A4 black ink only
- A3 black ink only
- A4 full colour
- A3 full colour

Flyers

- A6 single sided
- A6 double sided
- A5 single sided
- A5 double sided
- DL (1/3 A4)

Digital Media

- Facebook Event Cover
- Social Media Image
- Digital Screen
- Other (specify below)

Large Format Posters

- A2 black ink only
- A1 black ink only
- A2 full colour
- A1 full colour

Leaflets

- A4 single-fold (4pp)
- A4 two-fold (6pp)
- Other (specify below)

Other

- Tickets
- Business Cards
- Other (specify below)

please note large format posters are expensive - check budget first

What is the title of your event/campaign/project?

Do you have a tagline/slogan you would like to appear on the artwork?

Does your event have a date, location, and time? If so detail this below:

Date:

Start time:

End time:

Venue:

Entry fee / Ticket information:

Do you want to include any contact details e.g. name, phone, e-mail?

Are there any web/social media links you would like to appear on the artwork?

Are there any logos you would like to appear on the artwork?

Are there any performers (e.g. DJs, bands, guest speakers) or key selling points you want to emphasise?

Please enter in any additional text or information you would like to be included (e.g. event blurb)

Look of the design

Please give a brief overview of how you see this project looking. Any descriptive words are helpful (e.g. fun, serious, colourful, dark, modern, traditional, bold). Including what the main idea or purpose of your project is can be helpful – what are you trying to convey, who are you trying to attract?

Any definite “do nots”?

If there's anything you specifically don't want in the design, please specify below. This could be things like certain colours, font styles or the kind of images used (illustrations/photos).

If you have seen any image(s) that give an idea of the kind of look you are after please give links to these below or attach them by e-mail.

Once you have completed the form, choose 'File > Save As' and then save the form with the name of your event/campaign/project title.

You can now e-mail your saved form as an attachment to c.reid@napier.ac.uk. If you have any files you would like include with your brief, such as logos, text documents or images that you would like to be incorporated into your design, please send them as attachments along with your completed form. Please note you should try and send high resolution files whenever possible.