**Design Briefing Template and Form**

*Please read the disclaimers before filling and sending the brief form.*

* The content of the brief should be agreed on between stakeholders PRIOR to requesting files from the designers
* Please prepare in order to request a maximum of 3 round of changes (for the small graphics e.g. 1-2 page files/designs)
* If the deadline is not within 4 days, then the task is not ASAP. Please put the due date of the task on the brief.
* All information on the brief should be in English! (e.g. width-height, bleed etc.)
  + DO NOT rename documents sent by designers (KEEP THE JOB NUMBER! E.g. 17090-845) especially if you change the language of the title, the job number is the only way to track back the document.
  + If the task is a modification / translation / new version of an existing design, please give input in PDF comments ONLY! (Do not use screenshots or email bodies to indicate the changes. This applies for all content such text, images, illustrations etc.)
  + Make sure to brief the task through an email or open a Teams task and add both Dia and Idil. We will distribute the task amongst the team.

**Briefing Form**

*Please make sure to fill the necessary boxes with* **\***

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| --- | --- | --- | --- |
| **\*** Are you briefing to modify on an existing material?  (if yes please attach this form with the PDF COMMENTS to the email or to the teams task) |  | Yes | No |

|  |  |
| --- | --- |
| **\*** Name of project IN ENGLISH (eg Dealers Leaflet) |  |
| **\*** Deadline (if later than upcoming 4 working days) |  |
| File name to be used on Content Hub |  |
| **\*** What is the purpose (is it an ad/illustration/email signature)? |  |
| **\*** What formats are needed? (web/print/both) |  |
| **\*** What is the size? (mm x mm / px x px / ratio) |  |
| Any limitations? (max file size / min file size etc.) |  |
| What images to use? (Content Hub links / Case name / product name) |  |
| What text to use? (header – sub header – body – CTA – URL) |  |
| **\*** Who to send the design to? (any people you want on it but have min 1 who is not you but could take over in case you are OOO) |  |
| Where to upload the finished document? (content hub/emailing/shared folder/content hub/inspiration newsletter) |  |