

# Design Project Brief

## PROJECT

Client, Company, Organization

Contact Person

Phone/E-mail

## Project Description

## Project Specifications

## Communication Objectives

Sender

Audience

Message

## Position Statement

## Design Roughs

## BUDGET ESTIMATES

| <i>Fees</i>            | <i>Hours Allotted/ Rates</i> | <i>Budget Sub-total</i> |
|------------------------|------------------------------|-------------------------|
| Project Coordination   |                              |                         |
| Concept Development    |                              |                         |
| Design                 |                              |                         |
| Production/Fabrication |                              |                         |
| <b>Expenses</b>        |                              |                         |
| Materials              |                              |                         |
| Printing               |                              |                         |
| <b>Total Budget</b>    |                              |                         |

## Project Schedule

Project Launch \_\_\_\_\_  
Concept Roughs \_\_\_\_\_  
Initial Design \_\_\_\_\_  
Final Design \_\_\_\_\_