



WE RESEARCH VIA YOUR BRIEF

A detailed brief is important when working with a graphic design project.

The proper design brief will ensure you know exactly what you want to achieve from the project, It is also the perfect point of reference for designers providing key points to focus on when developing concepts.

By providing this less time is spent on getting the desired result, therefore reducing your costs. Simply put:

The more information you provide at the beginning of the project, the more value for money you will receive.

When briefing Circle Media it really helps to provide the following:

1. CORPORATE PROFILE

Don't assume that people know you well. Incorrect assumptions can render our opening discussion meaningless.

Providing a summary along with a brief history of your business gives us a better understanding, from those who know it best - you.

2. MARKET POSITION

Showing a realistic evaluation of your company, it's service, or brand relative to what your competition is doing can highlight information otherwise unknown.

3. CURRENT SITUATION

Tell us what is happening to bring about the need for this project. Whether it is updating a now out-of-date logo to a new product launch that needs advertising, it helps us understand why you are undergoing this project so we can share the same targeted goal.

4. COMMUNICATIONS BACKGROUND

You may not want a new style of visual communication, perhaps a continuation of what you are currently presenting

the market would suit better? Avoid any confusion by showing Circle Media what has been done in the past so we can lead you to where you want to be.

5. TARGET MARKET

Providing demographics on those you want to reach is helpful to designers. These factors determine the style your visual communications should carry. Consider listing the age, gender, income, employment, location and lifestyle of your target market.

6. OBJECTIVES

Explain what you want to achieve. Knowing your targeted goal puts Circle Media on the same page and provides a clear direction for us to work with.

7. AVAILABLE BUDGET RANGE

Within your available budget Circle Media can present an array of options for you to choose from. The cost of design processes, production, finishing styles, media formats can all differentiate. By having an idea of what your budget range is we can provide the best value quote for your project.

8. SCHEDULE AND DEADLINE

Give us a detailed and realistic schedule of how you would like the project to advance.

It helps to take the following processes into consideration when allowing the appropriate amount of time for completion: Consultation (research, strategy), Creative (concept and design development), Production (artwork, printing and other production).

SPEED THE PROCESS

To make your design project as simple and efficient as possible supply this information when briefing Circle Media.

If we can conduct solid research, we know we can create an accurate outline. With an accurate outline, we have the information necessary to sketch out some ideas. With the approval of these ideas, we can move on to create the actual design, which once revised, will be the final piece. With the right information we save everyone a lot of time and money while still creating an excellent design for you.