

# CREATIVE BRIEF ZARDART.COM

CLIENT \_\_\_\_\_  
business name email telephone

INSTRUCTIONS

Open this form in an editable Adobe Reader program to type your answers.  
Fill out all the of the questions (yes, all) to the best of your knowledge. Doing so helps me understand the objectives and project goals, and in the long-run saves you design fees on change orders.  
Return this form and attached any pertinent images/files under 15MB via email to: zard@zardart.com Any files larger will have to be transferred via www.wetransfer.com

## ONE: PROJECT INFO

CHECK ALL THAT APPLY  
DESIGN  FACEBOOK  PRINT  SCREENPRINT  SIGNAGE  VIDEO  WEB

PROJECT NAME \_\_\_\_\_

PROJECT SUMMARY [provide a brief overview and any requirements]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

AUTHORIZED/PROOFED COPY TEXT \_\_\_\_\_  
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NAME/ POSITION OF AUTHORIZED \_\_\_\_\_  
SIGNATURE OF AUTHORIZATION \_\_\_\_\_  
DATE OF SUBMITTAL \_\_\_\_\_

## TWO: SPECIFICS

TARGET MARKET  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SPECIFIC GOALS  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PROJECT LAUNCH DATE  
\_\_\_\_\_  
\_\_\_\_\_

FIXED DATE  FLEXIBLE/REOCCURING

PROJECT STAKE HOLDERS  
[name all project decision-makers]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TO BE FILLED OUT BY DESIGNER | CLIENT \_\_\_\_\_ PROJECT # \_\_\_\_\_ RATE \$ \_\_\_\_\_ PER HOUR  
ACCOUNT IN GOOD STANDING? \_\_\_\_\_ HOLD FOR PAYMENT \_\_\_\_\_ FILE NAME/DISC/ARCHIVE \_\_\_\_\_