

This creative brief serves the purpose of best trying to capture your vision for your product. Please answer the following questions in as much detail as possible. You may use the back side of this page to sketch out your ideas out for the designer to take into consideration. The designer reserves the right to deviate from any design element if he/she feels that it would take away from the vision of your product.

1. What type of audience are you trying to target?

2. What colors do you want to use?

3. What do you want your product to say about you?

4. Do you have any specific details you would like incorporated into your design?

5. Please list some examples that you find best resemble what your final design should look ilke.

The standard fee for design services is \$75/hour. The estimated time based on the information provided is _____ minutes. This is subject to change as revisions and extra time may be necessary to fulfill your desired vision for the product. By signing below, you acknowledge that you have read this Creative Brief and agree to the terms described above.

Client Signature

Date

DPP Initials

Please use this page to sketch any ideas that you feel would help guide the designer in the direction the best fits your vision for your product.