

CREATIVE BRIEFING CHECKLIST

How to get the best out of your Graphic Designer



The checklist

LET'S GET CRACKING

Use this guide to brief in any creative project. From brochures and ads to digital graphics and packaging.

A strong brief means better work, faster results, and fewer rounds of amends.

1. PROJECT OVERVIEW

What are you creating and why?

- ☐ Purpose: e.g. launch, awareness, lead generation.
- ☐ Summary: one or two sentences describing the project.

2. OBJECTIVES & SUCCESS METRICS

What does success look like?

- ☐ E.g. increase sales, boost engagement, drive event attendance.
- ☐ Include any measurable KPIs if known.

3. TARGET AUDIENCE

Who are you speaking to?

- ☐ Demographics (age, gender, location, job role).
- ☐ Psychographics (interests, pain points, motivators).
- ☐ How familiar are they with your brand?

The checklist

THE KEY MESSAGES

Now it's time to delve into those key selling points you're wanting to get across to your audience.

We also need to pin-point specifics – formats, specs, deadlines.

4. KEY MESSAGES & THEMES

What should your audience *think, feel, or do*?

- ☐ Main message (clear and focused).
- ☐ Secondary messages or supporting points.
- ☐ Tone: Friendly, professional, bold, reassuring?

5. DELIVERABLES

What do you actually need?

- ☐ List each item: e.g. 1x A5 flyer, 3x social media posts, a pull-up banner.
- ☐ Include specs if known: sizes, platforms, file types.

6. TIMELINE & DEADLINES

When does everything need to happen?

- ☐ First draft by...
- ☐ Final approval deadline...
- ☐ Print or go-live date...
- ☐ Any dependencies (e.g. waiting on copy, photography)?

The checklist

VISUAL INSPIRATION

It's a great idea to share visual examples of what you like (and don't like) with your designer to help steer their work.

Don't forget to include your brand guidelines and assets too so they can ensure consistency across all your marketing materials.

7. BRAND ASSETS

Supply everything needed to keep things on-brand:

- ☐ High-res logos (preferably vector files like .AI .EPS, or PDF).
- ☐ Brand guidelines (colours, fonts, imagery rules).
- ☐ Tone of voice guide (if available).
- ☐ Any existing templates to follow or avoid.

8. EXAMPLES OF INSPIRATION

Give direction without dictating the design.

- ☐ Past campaigns that worked well.
- ☐ Competitor work you like (or don't).
- ☐ Anything that reflects the look, feel, or tone you're aiming for.

The checklist

THE FINAL DETAILS

Who's involved in the project? Who's signing it off? How will you gather and send feedback on your fab new designs?

This last section is all about the final technical details of the project.

9. RESTRICTIONS & TECHNICAL REQUIREMENTS

Help the designer avoid surprises.

- ☐ File format preferences (PDF, PNG, layered PSD?).
- ☐ Colour profile (CMYK for print, RGB for digital).
- ☐ Accessibility considerations (font size, contrast, alt text).
- ☐ Any text limits, bleed/margin info, or compliance requirements.

10. DECISION MAKERS

Who's involved in approvals?

- ☐ Final sign-off person(s).
- ☐ Other stakeholders and their roles.

11. FEEDBACK PROCESS

Avoid version control chaos.

- ☐ Who gathers and sends feedback?
- ☐ Preferred format: tracked comments, email thread, shared doc?
- ☐ Timeline for feedback rounds?

THIRSTY FOR MORE?

Get a free creative audit

If your current creatives aren't hitting the mark, it might be time for a little Webmart TLC.

We offer a free creative audit that combines hands-on design expertise with cutting-edge, AI-powered visual analysis software.

We use these insights to assess your current assets and highlight exactly where improvements can be made, whether it's layout, messaging, or overall design.

Whether you're looking for a full refresh or just need to sharpen things up, our audit gives you the roadmap.

GET IN TOUCH

enquiries@webmartuk.com

+44 (0) 1869 321 321

