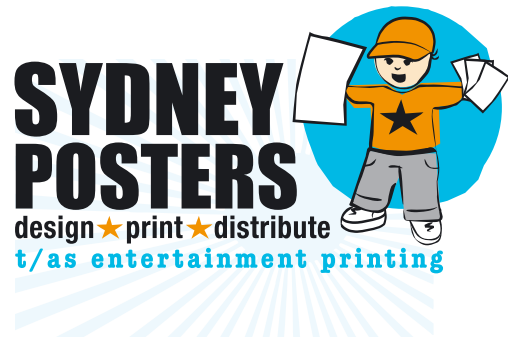


creative briefing:

PLEASE complete and email with any questions & relevant documents to natalie@sydneyposters.com
 Some advice... READ & consider all the questions first, Focus on the results & outcomes of the design and the business objectives of the design project, rather than aesthetics.

Date	Job Title
Company	Contact
Phone	Mobile
Email	
What does your organisation / artist / band etc. do, produce / create?	
What needs to be produced? Please give a concise outline.	
What is the overall goal of the project?	
What are you trying to communicate? What's the one crucial message we want the audience to take away?	
What format and size will the project suit? Are there restrictions?	
Who is the target market? Describe them. eg. Age, gender, geography, tastes, views, attitudes, lifestyle etc.	
What copy needs to be included? What imagery needs to be included? Please attach or give providers details. <i>IMAGES: High res formats preferable. EG. JPG / EPS / PSD / AI. We do not accept word documents as an image source.</i>	

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Mandatory inclusions e.g. logo, sponsor logos, contact details, branding issues.

IMAGES: High res formats preferable. EG. JPG / EPS / PSD / AI. We do not accept word documents as an image source.

Printing / Distribution requirements if relevant:

Printing: _____

Distribution: _____

Delivery date / Deadline or Scheduled timeline: _____

Is there anything else we should know? _____

Please attach any relevant samples / design style / older material etc. that may be helpful. _____

Signed: _____

end of document.

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