

# Effective use of design – the brief

design  
• studi



# The brief

This is the most important aspect you need to contribute to – a projection of the offer, service, or information you are trying to communicate.

This will not only give the designer the right direction for the project, it will help you to focus on the offer that you are trying to communicate and the audience you want to reach.

design  
• studi



**The offer**  
**The audience**  
**The format**  
**The elements**  
**The brand**

design  
• studi



# The offer

What you are trying to communicate?

Is it specific? *Or, is it clouded with other stuff you thought might be useful for your audience to see?*

Your offer needs to be focussed and engaging, or intriguing enough to persuade the audience to make the next move.

design  
• studio



# The audience

Who is it you are speaking to?

Ensure the brief and your copy is targeted towards the appropriate market?

Students, parents, teachers, staff, alumni, the local community, tourists, politicians...

*UK, international, sporty, science, sociable...*

design  
• studi



# The format

Poster, exhibition stand, brochure, leaflet, newsletter, prospectus, catalogue, mailer, pdf, postcard, banner, press advert, bookmark, memory stick, folder, press pack, shoulder bag, vehicle wrap, gazebos, pack of seeds...

How will your format integrate with on-line and other communication channels?

design  
• studio



# The elements

What do you need to sell the offer? What is going to stimulate and engage your audience?

Copy...

Diagrams...

Graphic devices...

Illustrations...

Photographs...

design  
• studi!



# The brand

The University of Oxford is a worldwide brand.

The logo has been well thought out. It includes the name and the traditional crest. It is solid. It is clear. And, it is good at working with partner logos and department names. [It also is in the famous colour of Oxford Blue.]

Use the Oxford brand to your advantage.

design  
• studi

