



Use the italic text to guide you in what information to include. Discover more about using this template: [www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

## Template

### Design Brief

*Your business or organisation's name*

*Name of contact person, role and contact method*

YOUR LOGO  
HERE  
(OPTIONAL)

#### Overview

*Overview of the project being marketed including information on whether the design brief covers one piece of a wider campaign / is it inter-agency / is it the initial piece on which a whole suite of design materials will be based etc? Summary of exactly what you require, key elements to be included and overall message you want to express or image you wish to portray of older people e.g. positive, inspiring, confident, hopeful.*

#### Key objectives

*Describe how the design brief fulfils business needs, and the desired outcome and benefit you expect it to deliver. Provide more detail here about the positive benefits you expect from your creative project.*

#### Deliverables

*List exactly what collateral you want delivered, for example, an A3 poster, social media promotional material, email banner, tri-fold flyer etc. Include specifications for each piece of collateral. Ensure you are not making assumptions about how older people receive information and are including multiple methods to reach the target population.*

#### Target audience

*Provide clear details of who you want to reach and their characteristics. Be as specific as you can be and consider diversity within your target audience.*

## Desired response

*Describe how you would like the target audience to react as a result of this design project. For example, do you want them to go to a website, sign up for information, buy a product, change their behaviour etc. Here is where you can prioritise people being stirred to positive action alongside or with older people.*

## Project tone

*Describe exactly how you want the end product to come across to the target audience. This is a great place to banish stereotypes and assumptions that a designer may make about older people and set a tone of positivity, hope and fulfilment.*

## Look and feel

*Building on the overall project tone, this is where you can get more specific about language, imagery and styling. For example, if you want to represent and reach the general population and communities, this needs to be inclusive of multiple demographic backgrounds and lifestyle choices, easy to read and conversational in style. You may wish to attach examples of similar design work that has inspired you or that captures your preferred 'look and feel' relating to older populations.*

## Mandatory inclusions

*If you need to incorporate legislative, in-house or funding source requirements, list these upfront as part of the design brief. This could include others' logos as well as your own logo, a written disclaimer, or your own tagline etc. These details can have significant bearing on the design work.*

## Due date

*Be clear about the final delivery date, and any interim milestones to be reached e.g. first proofs required by, final creative required by, etc.*

## Budget

*Provide an indicative budget! Even if the final budget is not fixed, it is important to give the design agency or team some idea of the likely budget range, so they can match it with realistic options. If you are using photographs you can control budget by supplying your own high quality imagery of real older people who are involved with your organisation. This also can lead to a more authentic reflection of your local community than can be achieved with stock photos.*

## Notes

*Add any other detail that may be relevant. This is a good place to emphasise some of the key messages about positive portrayal of older populations, diversity and fulfilling, everyday lifestyles, and to challenge some of the negative stereotypes of growing older.*

## Attachments

*Attach anything that may be relevant to help the design team deliver to your brief. This may include:*

- *High resolution logos*
- *Examples of visual elements that represent positive views of ageing*
- *Sketches of ideas you may have had to inform the design*