



# Design Brief Template Guide



## Purpose

A clear guide for creative teams on portraying older people in graphic design work.

To make it easy for graphic design professionals to deliver to the desired brief for any creative project.



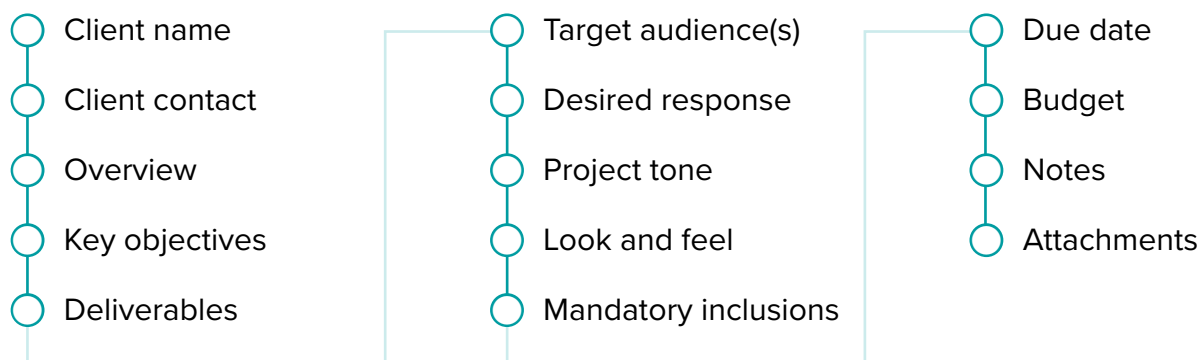
## Audience

Internal design and marketing teams, external design agencies.

View all age positive communication tools

[www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

## Summary of design brief structure



## Before you begin...

- 1 Clarify exactly what you want to create and how you will use it. For example, is the product for print or online only? If there is any sort of print production, who will manage the printing?
- 2 Clarify who will be editing/proofreading the final product and doing final sign off with the designer.

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- 3 Think about the creative project's core message about older populations and if possible identify one or two key outcomes for the creative team to focus on. This will avoid decisions being made on your behalf that may change your desired outcomes and impact. Where possible, attach draft copy or creative ideas; even if these are very rough and hand-drawn they help the designer to get a sense of what you require.
- 4 Think about your target audience and how you will best reach them. Remember diversity considerations and the many faces and experiences of growing older in South Australia. Have initial discussions with the creative team to gain their opinions about the best ways to reach your audience. This will help to determine what creative elements and communication channels to request in the design brief. Wherever possible ensure multiple communication channels rather than assuming how older people communicate or how they access information.
- 5 Consider your budget and prioritise your design 'wish list' so that you can streamline your request but still maximise your reach if the design budget won't stretch.
- 6 Look for examples of similar design work that inspire you and portray older people in ways that resonate with your desired messaging. Use these to shape the design brief and inform the design team about why these are messages you wish to communicate.

**Refer to the design brief template in this toolkit.**

*Guide continued on the next page*

## Tips

- 1 Send through any brand/style guidelines if you have them - this has an impact on the budget. Providing existing assets to work with (fonts, colours, shapes/patterns etc.) equate to less design time for the designer.
- 2 Be as clear and precise as you can and 'spell out' exactly what message you want to send about/to older populations. What may feel like stating the obvious to you could be revelatory to the design team!
- 3 Words like 'contemporary' and 'non-stereotypical' can help designers to avoid depicting out-of-date stereotypes of older age.

## Checklist

Use this checklist once you have written your design brief.

- If this is for a communication piece, have you included a range of design formats and communication channels (social media, print, web) to reach older audiences?
- Have you captured a tone and 'look and feel' that portrays older people in a positive light?
- Are you proactively challenging stereotypes and making it easy for the design team to know how to avoid these in fulfilling the brief?
- Have you considered the Creative Content Checklist and other documents from the age positive communication toolkit when writing your design brief?



## For more information contact

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[View all age positive communication tools](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)  
([www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit))

[Visit the Tackling Ageism website](https://www.sahealth.sa.gov.au/tacklingageism)  
(<https://www.sahealth.sa.gov.au/tacklingageism>)



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