



Courtney  
Vickers  
GRAPHIC DESIGNER  
BA Textiles & Design

# GRAPHIC DESIGN CREATIVE BRIEF

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custom stationery  
digital art & illustrations  
bespoke logos & branding  
environmental design

## CLIENT CONTACT DETAILS

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## JOB TYPE

What would you like me to **make** for you?

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> logo        | <input type="checkbox"/> poster/flyer   |
| <input type="checkbox"/> brochure    | <input type="checkbox"/> postcard       |
| <input type="checkbox"/> invitation  | <input type="checkbox"/> greeting card  |
| <input type="checkbox"/> digital ad  | <input type="checkbox"/> signage/banner |
| <input type="checkbox"/> other _____ |   |

## INSPIRE ME!

Please provide details of your **ideas** - images, words, style, genre, etc. This can be done by providing links to internet images/websites or through a Pinterest board.

## DESCRIPTION

Please list **three (3)** adjectives that describe the nature and tone of the design you would like (i.e., technical, modern, loud):

## COLOUR SCHEME

Please provide details of the **colours** you would/would not like to see in your design.

## TIMESCALE & DELIVERABLES

Each creative job is different, and so the timescales will vary depending on the size of the job being undertaken. Once I know exactly what you are looking for, I will be able to provide an accurate timescale - but most jobs are completed within 2-3 weeks, at which point, you will receive a digital file containing your design.

## DEPOSIT & COST

The initial, 30-minute consultation discussion/meeting, is free. Thereafter, a non-refundable, minimum deposit of £20 is payable before any design work is started. The final cost is dependent on how many hours work is needed to complete the job, with each hour, or part thereof, charged at £20.

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## TERMS AND CONDITIONS

### CLIENT CONTACT INFORMATION

To fulfil your order, you must provide me with certain information, such as your name and email address. The information you provide is treated in the strictest confidence, and in compliance with GDPR 2018 regulations.

### TIMESCALES

Timescales for the completion of your creative commission will be provided at the start of the commission and will be adhered to as closely as possible. However, please be aware that any timescale provided is subject to unforeseen occurrences. Nevertheless, I will endeavour to keep you apprised of any changes to the given timescale, as the job continues.

### DELIVERABLES

Upon completion of your job, you will be provided with a digital file of your design. NO PHYSICAL ITEM OR PRODUCT will be created.

### DEPOSIT

A non-refundable, minimum, deposit of £20 is payable before any creative work is started.

### DEPOSIT & COST

The cost of your job will be calculated at a rate of £20 per hour, or any part thereof, with a minimum cost applicable of £20 - payable upfront as a deposit. Once I know exactly what you are looking for, I will be able to provide you with an estimate of the overall cost of the job, based on the number of hours I estimate I will need to complete your job. This estimate will include TWO REVISIONS to the final design. Any additional revisions to the final design will incur additional time and associated cost, at a rate of £20 per hour, or any part thereof. Please note, however, that the cost is subject to change - and may increase or decrease accordingly.

### INTELLECTUAL PROPERTY

Intellectual Property refers to anything original that anyone creates, and is protected by law. As such, any design, or part thereof, created by me during the course of this job, will remain exclusively, my property.

### USE OF DESIGN

Once your design is completed, and payment has been made, you may use the design for your own Personal Use freely. However, if you intend to use the design in a Commercial Project, please discuss this with me beforehand, as you may have to purchase a Commercial Licence from me, which stipulates the conditions and limitations of the design's Commercial Usage.

### CONTACT DETAILS

The best, and quickest, way to contact me is via email: [courtney.vickers@icloud.com](mailto:courtney.vickers@icloud.com)