**Infographic Creative Brief**

Project Name:

Company: Date:

These are the basics parameters so we can understand the expectations and scope of work for your infographic project.

1. Who is the primary target **Audience** for the infographic?
2. What is the **Key Message** you want to convey to your audience?
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3. What is the **Call To Action** you want readers to take after reading the infographic?
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4. What is the primary **Purpose** of the infographic? For example: SEO, brand awareness, link building, visual explanation, internal communication, executive summary, etc.
5. What is the **Goal** of the infographic? How will you measure **Success**?
6. How much **Data/Information** do you want to include in the infographic design?
7. Who will perform the **Data Research**? Is the Data already available?
8. When is the target **Publication Date** for the final infographic?
9. Where will the final infographic be **Published**? Web, email, handout, poster, presentation, etc.?
10. What are the **Size Requirements** for the infographic, if any? (Letter-size page, webpage, etc.)
11. Are you aware of any **Prior Art** infographics covering the same or similar topics?
12. Are there any specific **Style Guidelines** we need to follow to conform with your brand?
13. Are there any existing **Images** from your company media assets you want us to use?
14. Can you provide any examples of a **design style** you would like to consider for this project?
15. Would like any additional support for **publication and promotion** of the final infographic online through websites and social media?
16. Would you like to include the additional cost to receive the final **editable working files**?
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17. What’s your **budget** for the design project?
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