



Design agency briefing form for quotations

Client contact info

Client name: _____
Faculty/department: _____
Email: _____
Phone: _____
Date: _____

Design agency info

Contact name: _____
Email: _____
Phone: _____
Design agency quotation date: _____
Rounds of proofs included in quoted price: _____

Order description

Communication objective

Target group

Students
 Staff
 Other (please specify) _____

House style

Quadrant 1 UM (faculties and service centres)
 Quadrant 2 UM (A-brands/institutes)
 Quadrant 3 UM (collaboration with other organisations)
 Quadrant 4 (independent brand, separate house style)
 Other (please specify) _____

Design agency tasks

Design
 Design + liaising with print suppliers

Design agency to provide

Design resources (open files)
 End product only (PDF, image files)

Product specifications (file format)

.jpg
 .pdf
 .png
 .eps
 Other (please specify) _____

Communication products

- A3 poster
- A5 flyer
- A4 flyer
- Brochure
- PowerPoint presentation
- Sidewinder
- Web banner/header
- Email signature
- Banner for mailing
- Social media images
- Narrowcasting (screen)
- Other (please specify) _____

External purchases/third-party resources

- Stock photo
- Illustrations

Planning

Client sends text files on: _____

Due date first design concept: _____

Deadline final product: _____

Invoicing and payment

Costs statement: _____

Client: _____

Budget number: _____

Available budget: _____