

Design Request for Proposal Guide

The below questions are meant to be used a guide for you in the creation of an effective RFP or creative brief. It is not a ridged, must-do formula. You may find that you need to address all items, or just some.

WHO ARE YOU?

- » Your organization's name
- » Brief organizational background/history
- » What does your organization do and hope to achieve?
- » Who are your organizational peers?

WHY ARE YOU DOING THE PROJECT?

- » What are the goals for the project?
- » What is your current version of the piece (website, logo, brochure, etc) failing to do?
- » What does the current version of the design piece do, but need to do better?
- » What goals do the current version of your design piece successfully achieve?
- » Who is your audience? Does it align with the audience you are currently reaching?
- » What is the timeline for project completion?

THE DETAILS

ALL PROJECTS

- » How will content be generated for the piece?
- » Will you be asking the designer to coordinate with a copywriter for you?

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BRANDING/IDENTITY WORK

- » Does your logo need to be refreshed or do you need to rework your brand from the ground up?
- » Do you need to reestablish your mission or goals as an organization?
- » Do you want to start with stationery or do you need to establish other types of collateral, too?

PRINT DESIGN

- » Are there multiple pieces to the project? Are they are required or are some flexible?
- » Do you have a page count estimate?
- » What will the simplicity or complexity of the design need to be (lots of custom graphics or will the piece feature photos you supply)?
- » Do you have a printing vendor in place or do you need your designer to facilitate that relationship?

WEB DESIGN

- » Approximately how many pages will the new site need to be?
- » Will you use the structure of your current website or do you need a new information architecture design and content strategy to be worked in the project?
- » Do you have an established brand guidelines which will determine the look and feel of the site or do you expect the designer to be more open-minded with the design?
- » What kind of technical requirements do you need, such as a blog, news features, interactive functions, mobile-friendly versions, members-only portals, alternate languages, photo galleries, social media integration, pdf downloads, donation or contact forms?

WRAP IT UP

- » Budget estimate
- » Deadline for submitting proposals
- » Contact information for submitting RFPs