

# designer brief

## New Project Brief November 2022

We have refreshed our procedures and guidelines to reflect the volumes of work as staff return to campus.

We are returning to pre-coronavirus working practices. Please see the guidance on page two.

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### For internal use only

Designer

Job number

Job title

## Project processes and guidelines

Due to increasing project numbers we have refreshed and reinforced existing rules around project distribution.

When completed, please email the project brief to: [creativeservices@dundee.ac.uk](mailto:creativeservices@dundee.ac.uk)

The process for completing this project brief is as follows:

- Work is distributed every Tuesday. Briefs supplied by Monday will be considered for distribution that week. We cannot guarantee to be able to take on the project due to the volume of projects and the size of our team but we will notify you either way. If we do take on the job, the designer allocated the job will be in touch.
- Design Services are working to a 10 working day (two weeks) turn around for all projects. This should be reflected in the Project Deadline Box on the next page. Please do not put ASAP in this box. This is not a deadline and will exclude the project from the process.
- If your project has a cost factor involved, ie printing, this should also be factored into your timeline. External printers typically work to a 10 working day turnaround. Please remember to add this to the design time required.
- We don't begin a project without a cost code. We do not have the resources to chase cost codes at a later date. To back this up, we ask for the project to be authorised by the budget holder (section line manager). Please remember to include their name on the form.
- Once the project brief has been approved, one of our designers will arrange to meet with you to discuss your requirements. That meeting will nail down the requirements for the projects to establish any needs not captured in the brief form and to establish a solid timeline for any agreed actions.
- It is very important, both for your project and for the designer, that all information is captured and agreed in the initial meeting. For example, your project may require fresh photography, this has to be factored in. Equally, we expect that written copy is finished, edited, approved and written following the rules of the University Style Guide at the time the project brief is submitted.  
[dundee.ac.uk/brand/content-style-guide](http://dundee.ac.uk/brand/content-style-guide)

We would urge you not to involve Creative Services until your copy is ready.

The project brief on the next page should be completed in full. If there is no cost to the project please add 'not applicable' in the cost code section.

We also require you to acknowledge that you have read this page of notes.

Now that staff are returning to campus, post-coronavirus volumes of work are returning to similar levels and with irregular patterns. We need to control the way work comes in and to reset staff expectations. If you have any questions please contact me directly.

Many thanks, Martin Dobbin  
Head of Creative Services  
[mzdobbin@dundee.ac.uk](mailto:mzdobbin@dundee.ac.uk)

### Timeline example\*

Referring to design and print working backwards from the event date in six key stages:

#### 06 | When is the event?

From 21 December until Christmas.

#### 05 | When does the marketing and promotional material need to be available?

Three weeks before the event - 4 December

#### December (promotional launch)

#### 04 | How long for printing and delivery?

Ten working days - 23 November  
(Print deadline)

#### 03 | Time needed to check final artwork and client sign-off two working days maximum

21 November (Job signed off)

#### 02 | Time to look at first artwork draft corrections

13 November (Artwork production)

#### 01 | Design time and client approval of design

26 October to 9 November (Design concept)

\* Projects will vary and other considerations will apply to scenarios. The designer will help you with the planning process.

**Initial contact - mid October**

Name

Email address

School / Directorate

Budget code

Project name

Project deadline

Authorised by

Delivery address

I have supplied final edited copy

I have read the guidance notes

Design brief