Design Brief

This should be provided by the client. However, you are encouraged to make this as easy as possible for the client by doing some research to complete as much of it as you are able to, and allowing the client to edit as needed.

DESIGN BRIEF

Client:

Designer: [names], [company]

Background

General brief background about the client/company, what the client/company does, and any existing brand/regulatory/formatting guidelines that should to be followed. Include any important details that can guide the designer.

Objective

Provide details about the learning experience, training, or instructional design you want. Include specific learning goals if you have them.

Format

Describe the specific instructional format, including links to any specific software or materials as relevant. Describe the approximate length of instruction, keeping in mind that the designer is expected to produce between two and five hours of instruction. If you have specific images or materials that should be used, or materials that need to be redesigned, please include them.

Target Audience

Who are the primary learners? Briefly describe them and what they do. Provide an estimate of how many learners there are. Who else will use the instructional design (e.g., trainers, evaluators) or benefit from it indirectly (e.g., company customers)? How can the designer get in touch with the learners, and others involved or impacted to conduct a needs assessment?