

Design / Artwork Brief

Printing & Packaging

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Create a structured design brief for a print or packaging job — objective, audience, content, brand assets, dimensions, must-haves and constraints — so a designer or agency produces usable artwork the first time. Fill in the job below.

Purpose of this tool & output

Brief a designer so artwork lands right

How the output is used

Use it to brief a designer so artwork lands right — a design and artwork brief that avoids costly redesign.

Important cautions

AI-generated brief; refine with the designer.

Companion documents

- Prepress SOP
- Artwork Preflight Checklist
- Colour Management Guide
- Imposition & Ganging Guide
- Proofing & Approval SOP
- Client Artwork File-Prep Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.