GRAPHIC DESIGN & BRANDING / 01

MAP THE DESIGN ASSETS

Use a short label for each item. Repeat this page for more assets; let the designer define suitable deliverables.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Project purpose, audience and the message the design should support

D1: asset label / intended use / existing item to adapt or new work / open question

D2: asset label / intended use / existing item to adapt or new work / open question

D3: asset label / intended use / existing item to adapt or new work / open question

Required launch context, dependencies and timing to confirm - no promised outcome

Out-of-scope ideas to keep separate from this asset list

Preparation only. Not a design specification, production instruction, file-format recommendation, trademark clearance, accessibility determination, ownership, licensing, contract or legal advice. No marketing outcome is promised.

GRAPHIC DESIGN & BRANDING / 02

PREPARE CONTENT AND REVIEW STAGES

Record readiness and decisions, not private assets. Ask the designer to define each stage in the proposal.

Asset labels / copy readiness / imagery readiness / brand reference readiness / owner role

Discovery: questions to resolve before concept work and who supplies the answers

Concept stage: proposed options, presentation and decision needed to select a direction

Revision stage: included rounds, feedback format and what counts as a new direction

Review plan: version label, consolidated-feedback role, approval role and timing to confirm

Handoff list: asset label / agreed deliverable / usage question / missing item to clarify

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GRAPHIC DESIGN & BRANDING / 03

CHECK THE BRIEF BEFORE SHARING

Tick what is ready. Keep uncertain details visible instead of filling them with assumed specifications.

- [ ] Each requested asset has a short label and intended use
- [ ] New work is separated from adaptations of existing work
- [ ] Copy and imagery readiness are marked without attaching private files
- [ ] Concept selection is distinguished from revision rounds
- [ ] One role will consolidate feedback for each review
- [ ] The approval role and version labels are identified
- [ ] Additional versions and changed-direction questions are listed
- [ ] Final files and written usage questions will be clarified

Asset labels still missing an intended use or a clear deliverable

Content or approval dependencies that could delay a review stage

Feedback disagreements, extra versions or usage questions for the designer

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GRAPHIC DESIGN & BRANDING / 04

QUESTIONS FOR THE DESIGNER

Capture answers for the same asset list. Ask for clarification when proposal terms use different meanings.

Asset scope: what is delivered for D1, D2 and D3, and what is excluded?

Readiness: what discovery, copy, imagery and references do you need from us?

Creative stages: how are concepts, revisions and a new direction defined and counted?

Feedback: how do we consolidate comments, track versions and approve each stage?

Handoff: what files, editable materials, guidance and written usage terms are included?

Follow-up: how are missing items, additional versions and later updates handled?

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GRAPHIC DESIGN & BRANDING / 05

COMPARE ONE ASSET BRIEF

Use A and B in every box. An extra asset or review round is a scope difference, not just a different total.

Designer A / B / discussion dates / common asset-list version

D1-D3 deliverables, discovery, supplied content and exclusions - A / B

Concepts, revision rounds, feedback, approvals and change handling - A / B

File handoff, usage questions, follow-up, fee basis, written terms and fit - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Graphic Design & Branding request. Share a non-confidential asset brief so participating pros can compete with proposals. Compare deliverables, review rounds, handoff, written terms and fit. Availability varies.

One request. Every pro's best offer.

Start a request

Participation varies. A creative-brief and content-readiness discussion may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/graphic-design-branding

AIGA Philadelphia: The Business of Design (official reference)

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