



A project can be briefed in to Team ICG in 3 different ways:

PROJECT BRIEF A

PROJECT BRIEF B

WWW.TEAMICG.COM
AND CLICK SUBMIT BRIEF

STAGE 01

brief is received

A. Brief is received from the client.

B. Brief deliverables discussed with the team.

C. Job is added to streamtime and a quote/estimated delivery date is created and sent to the client.

STAGE 02

project commence's

A. CD assigns tasks to the team and initial creative concepts are discussed.

B. Team presents initial concepts to CD and any alterations are made.

STAGE 03

CD presents

A. Team presents secondary concepts to CD.

B. CD liases with client and presents Project.

STAGE 04

awaiting feedback

A. Awaiting feedback from the client.

B. Once feedback has been given CD discusses project with the team and any alts are made.

please note: a maximum of 5 alts are to be made (any more than 5 alts, the project is deemed to be flawed and a new brief is submitted).

STAGE 05

project complete

A. Final outcome is to be sent to the client, via FTP or mail.

B. Final discussions are held with the team, regarding the final outcome.

C. Project is Invoiced & then backed up.

CLIENT NAME

COMPANY

EMAIL

PHONE

SUGGESTED COMPLETION DATE

PROJECT BUDGET

PROJECT TITLE

GRAPHIC DESIGN

3D VISUALISATION

PHOTOGRAPHY

VIDEO PRODUCTION

BRIEF DESCRIPTION

GRAPHIC DESIGN

01. What is the project outcome?

- | | |
|---|---|
| <input type="checkbox"/> logo / brand creation | <input type="checkbox"/> label (sticker / nametag etc.) |
| <input type="checkbox"/> advert (publication) | <input type="checkbox"/> 3d project (graphics) |
| <input type="checkbox"/> stationary (business cards etc.) | <input type="checkbox"/> web graphics |
| <input type="checkbox"/> flyer | <input type="checkbox"/> animated flash media |
| <input type="checkbox"/> brochure / magazine | <input type="checkbox"/> presentation / pdf |
| <input type="checkbox"/> banner / poster | <input type="checkbox"/> other please specify below: |

notes

02. information required: please tick if supplied.

- | | |
|--|---|
| <input type="checkbox"/> logo's (eps / high res jpeg) | <input type="checkbox"/> images |
| <input type="checkbox"/> text / content (word doc / pdf) | <input type="checkbox"/> colour swatches (brand styling etc.) |

DESIGN REQUIREMENTS

01. Project message/theme. _____
02. Existing marketing material examples? _____
03. What style/specific layout? _____
ie colours fonts, brand guidelines
04. Who are the target audience? _____
05. Any special requirements for the job? _____

3D VISUALISATION

ARCHITECTURAL VISUALISATIONS

01. Style of visualisation that is required?

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> basic 3d | <input type="checkbox"/> cartoon |
| <input type="checkbox"/> photorealistic | <input type="checkbox"/> line art |

02. Can photographic references of the area be supplied? yes ☐
no ☐

03. Can architectural drawings be supplied? If so what format?

04. Do any windows, doors, recesses etc. need to be accurately represented? yes ☐
no ☐
These need to be clearly added to the plans.

05. Do you require fixtures and fittings to be accurately represented? These need to be clearly added to the plans.

06. Does the area have specific colour schemes, flooring etc. Descriptions/photo references need to be supplied.

07. What are the room dimensions and what is the height of the ceiling?

08. Does the area have specific colour schemes, flooring etc. Descriptions/photo references need to be supplied. yes ☐
no ☐

09. What are the room dimensions and what is the height of the ceiling?

FINAL OUTCOME

01. What resolution do you require?

- | | | |
|---------------------------------------|---------------------------------------|--|
| print (300dpi) | web (72dpi) | video or object movie |
| <input type="checkbox"/> a5 210x148mm | <input type="checkbox"/> 480 x 360px | <input type="checkbox"/> web 480x360 |
| <input type="checkbox"/> a4 297x210mm | <input type="checkbox"/> 800 x 600px | <input type="checkbox"/> widescreen 1024x576 |
| <input type="checkbox"/> a3 420x297mm | <input type="checkbox"/> 1024 x 576px | <input type="checkbox"/> HD 1920x1080 |

other

other

other

FINAL OUTCOME

01. What resolution do you require?

- ☐ 100dpi ☐ 300 dpi ☐ 600 dpi other _____

02. Final size format?

- | | | |
|-------------------------------|-------------------------------|------------------------------------|
| <input type="checkbox"/> pdf | <input type="checkbox"/> jpeg | <input type="checkbox"/> quicktime |
| <input type="checkbox"/> tiff | <input type="checkbox"/> html | <input type="checkbox"/> flash |

other & please specify quantity?

PRINTING REQUIREMENTS

01. Number of pages & quantity _____
02. Size/dimensions _____
03. Fixing wirebound etc. _____
04. Full colour/spot colour etc. _____
05. Material/stock etc. _____
06. Trimming:- bleed needed _____

PRODUCT VISUALISATIONS

01. Style of visualisation that is required?

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> basic 3d | <input type="checkbox"/> cartoon |
| <input type="checkbox"/> photorealistic | <input type="checkbox"/> line art |

02. Can orthographic drawings be supplied? (top, front, side) If so what format?

03. Can existing engineering or 3d models be supplied? If so what format?

04. If you require Video/Object movie, does the product have moving parts that need animating? If so what parts?

05. Can textures (images of materials) or decals for the product be supplied? yes ☐
no ☐

06. Can photographic references of the product be supplied? yes ☐
no ☐

07. Does the product require visualising in a specific environment? Please specify?

other & please specify quantity?

02. What output format do you require?

(Object movies are interactive view from a central point in 360o)

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> still images | <input type="checkbox"/> quicktime movie | <input type="checkbox"/> flash movie |
| <input type="checkbox"/> avi movie | <input type="checkbox"/> qt object movie | <input type="checkbox"/> flash object movie |
| <input type="checkbox"/> dvd movie | <input type="checkbox"/> qt panorama | <input type="checkbox"/> flash panorama |

other

PHOTOGRAPHY

STUDIO SHOOT

01. Background requirements?

- ☐ white solid backdrop
- ☐ black solid backdrop
- ☐ *scenic backdrop
- ☐ *green screen backdrop

other & please specify quantity?

INTERIOR/EXTERIOR SHOOT

02. What are the desired shots?

- ☐ lifestyle
- ☐ closeup
- ☐ wide/long
- ☐ action
- ☐ product emphasis
- ☐ mechanical panoramic images
- ☐ dramatic
- ☐ gorilla style (edgy)

other & please specify quantity?

03. We require an area that is 12ft square is their space available?

yes ☐
no ☐

04. Is their access to lighting controls/power points etc.

yes ☐
no ☐

MODELS/PRODUCTS

01. If models are required have they been notified of the ICG t&c/release form?

yes ☐
no ☐

02. Are Models to be supplied?

yes ☐
no ☐

03. Models to be arranged by ICG ? If yes what kind of models do you require?

04. Can the product be shipped to us?

yes ☐
no ☐

05. Can you please give a brief description of the product?

VIDEO PRODUCTION

01. Length of video?

- ☐ 30 seconds trailer
- ☐ 1 minute trailer
- ☐ 3 minute movie
- ☐ *3 minute + feature

02. Audio / music required?

- ☐ sound effects
- ☐ voice over
- ☐ sample track
- ☐ *bespoke music track

03. Do you require an introduction to your movie?

- ☐ 8 secs intro - basic title & image - with a fade out end.
- ☐ 8 secs intro - premium title & short clip of the main movie - with a fade out end.
- ☐ *16 secs intro - enhanced title sequence integrating a short clip of the main movie, - with a dynamic end.

04. To finish the movie is an end sequence (outro) needed?

- ☐ 4 secs outro - with basic title and website/contact - with a fade out end.
- ☐ 4 secs outro - with premium title and website/contact - with a fade out end.
- ☐ *8 secs outro - with an enhanced title sequence and website/contact - with a dynamic end.

05. What kind of style/colour are you looking for with your movie?

- ☐ full colour
- ☐ full colour - with colour grading
- ☐ vibrant look - colour saturation
- ☐ film look - colour de-saturation
- ☐ black and white - contrasted
- ☐ dark - moody feel

06. Do you require any movie titles?

Graphical transparent on movie

- ☐ 4-8 seconds title - basic title - with a fade out end.
- ☐ 4-8 seconds title - premium title with custom animation.

Graphical solid/image break in movie

- ☐ 4-8 seconds title - basic title - with a fade out end.
- ☐ 4-8 seconds title - premium title with custom animation.

- ☐ *8-16 seconds title - enhanced title sequence with custom animation integrating a key part of the movies other graphical elements.

- ☐ *8-16 seconds title - enhanced title sequence with custom animation integrating a key part of the movies other graphical elements.

07. Do you require any graphical text, logos, website etc?

please specify.

08. Do you require any animated graphical elements?

please specify.

09. When complete how do you want your movie publishing?

- ☐ UPLOAD - you tube (720hd movie)
- ☐ UPLOAD - flash flv (540px movie)
- ☐ DISC - quicktime movie (720hd)
- ☐ DISC - flash flv (540px movie)
- ☐ *DVD DISC - (HD blu ray disc)
- ☐ *DVD DISC - (pal format SD disc)

other & please specify quantity?

10. Illustration / sketches

requirement - please give details