



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?

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

notes

### 02. information required: please tick if supplied.

- logo's (eps / high res jpeg)
- text / content (word doc / pdf)
- images
- 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?

- basic 3d
- photorealistic
- cartoon
- 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?

- pdf  jpeg  quicktime
- tiff  html  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?

- basic 3d
- photorealistic
- cartoon
- 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)

- still images
- avi movie
- dvd movie
- quicktime movie
- qt object movie
- qt panorama
- flash movie
- flash object movie
- flash panorama

other \_\_\_\_\_



PHOTOGRAPHY

STUDIO SHOOT

01. Background requirements?

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

other & please specify quantity?

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

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

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?

MODELS/PRODUCTS

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

02. Are Models to be supplied?

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

04. Can the product be shipped to us?

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

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

other & please specify quantity?

10. Illustration / sketches

requirement - please give details