

How to prepare your publication brief

All publications should have a publications brief.

Publications Unit Proforma

The Publications Unit requires a publications brief to be completed for each publication that it produces. It helps to establish the general purpose and marketing direction for the publication.

The publications brief contains information that permits the Publications Unit to establish the specifications for each publication when commissioning suppliers such as designers, photographers and printers. For internal clients please ensure that you complete the brief as fully as you can. If you have queries please contact the Publications Unit.

Preparing your own publications brief

A publications brief is essential to clarify what it is that you intend producing and your reasons for doing so. Publications that you intend producing yourself should commence with preparation of a publications brief in order to inform designers, editors, writers, layout artists or photographers that you may use in the production, of your publishing objectives.

Aspects to consider:

- what is your budget?
- is there any market research that you have commissioned or that you know of which will assist you to target your communication more effectively?
- how is the publication likely to be used and by whom?
- does your publication form part of a suite?
- what key messages do you wish to convey?
- how does your publication fit in with university strategic direction?

Other information including timing and distribution should also be thought through carefully.

Checklist

Have you determined the:

- Purpose of document

- Message to be conveyed
- Intended audience
- Date required
- Market research available to inform publication
- Budget
- Size of publication
- Quantity
- Style
- Images
- Paper stock
- Full colour/ one colour or other combination
- Packaging/labelling
- Delivery
- Distribution