**Working to a brief**

In the media industry, a brief is a written document given by a company to a client or freelancer, detailing exactly what the company wants. In terms of the brief itself it is highly important that the brief stipulate exactly what must happen, be done and created for the company. For example, if a company wishes a freelancer to create an advertisement designed to be featured on multiple websites. The brief will include such points like: 'The advertisement must feature our company logo and slogan’, 'Only colours X, Y and Z can be used as they are associated with our company' and/or 'By no means must the image be likely to offend or attract a negative response which could result in a decline company interest'. These points are strict guidelines given by the client so that the company can produce the best possible piece of work and so that they physically know what to include and not.

There are many different types of brief that adhere to specific companies. The most common brief in a professional situation would be a contractual brief. This is the most professional brief as it binds the company to the client. It vigorously details what is expected of the client from the company and what the client must produce for aforementioned company. The biggest benefit of ta contractual brief is that it protects both the client and the company through signing of the contract brief. Once signed, the company cannot go back or against what is stipulated in the brief and likewise with the client; although there will be some extenuating circumstances that force a breaking of the contract but these would be extreme circumstances or through loopholes in the contract.

A formal brief is almost the exact same as a contractual brief except that a formal brief cannot be considered a legal document, whereas a contract is because of the signing involved. A formal brief has more leeway than a contract because it hasn’t been signed into effect. Some aspects of it may even be able to be negotiated by the client as well but this could lead to a negative effect on the brief as disagreements between the two could lead to the end of the deal.

Then there are informal briefs. This kind of brief may or may not require an actual written document and will most likely be practiced between (but not limited to) smaller companies looking to get their brand out there. Where there is a large amount of money involved, this type of brief won’t be used because the company would be able to legally sue a client for any reason (involving the money) because there is no contract involved detailing the restrictions of spending. The benefits of an informal brief though, is that the company and client have room to freely explore creative avenues whereas a contract brief would offer no room for exploration as that could interfere with the morals, ethos and overall message of the company and this could lead to backlash from consumers.