GRANARY DIGITAL

Briefing AI work the way you brief a crew

A one-page brief for AI picture, video and voice work, filled in before anyone opens a tool.

A starting template, not legal advice. Check it suits your production, and take advice for anything unusual.

How to use this brief

- Write the brief before you open a tool. Fill in every field, even when the answer is none.
- Attach real photographs or footage of the product, place or brand, and say which references the output must match.
- Run a short test, not the full piece. Check the test at full size against section 4.
- Record the tools, prompts and approvals, and label the work where the channel needs it.

1. Project and approvals

Project name	
Business or client	
Brief written by	
Date written	
Approver (one named person) *[One person signs off each stage. A group approval means nobody approves.]*	
Tools and versions used *[Record the exact tool names and versions, so the work can be repeated or checked.]*	

2. The goal

What the piece is for *[One sentence. If you cannot write it, the brief is not ready.]*	
What the viewer should do or feel afterwards *[An action, a decision or a feeling.]*	

3. Audience and channel

Audience *[Who will watch it, and what they already know.]*	
Where it will run *[For example a product page, a LinkedIn feed or a website hero.]*	
Length in seconds	
Shape and aspect ratio *[For example 16:9 for the main version, 9:16 for a vertical cut.]*	

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Number of versions	
Captions, labels or disclosures the channel needs	

4. What must stay the same

[Describe each element in words the animator or generator can check against the references in section 6.]

Element	What it must look or sound like	Checked against (reference number)
Product shape		
Name and spelling		
Claims made		
People		
Places		
Brand colours and logo		

5. What must not appear

Competitor logos or products *[Name them, or write none.]*	
Marks you do not own *[Logos, trade marks, recognisable music.]*	
Real people without written consent *[Name them, or write none.]*	
Anything else	

6. References

[Real photographs or footage, not generated images. Mark the ones the output must match.]

Reference (file name)	What it shows	Must the output match it? (Yes or No)

7. Voice and likeness

Does any voice or face belong to a real person? (Yes or No)	

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[If Yes, complete the rows below before any generation.]	
Name of the person	
Written consent covers this use (Yes or No) *[Consent must cover the use you have in mind, and be signed by that person.]*	
Date consent was signed and where the form is kept	

8. Test, review and approval

Stage	Date	Checked at full size against section 4 (tick)	Approved by	Notes
Test 1				
Test 2				
Full run				

9. Delivery

File format	
Frame rate	
Frame size	
Sound *[What the channel needs, and who checks it.]*	
File name and version	
Delivery date	

10. Record

Where the prompts, references and approvals are kept	
Date the record was closed	

Common mistakes

- Sending a brief with no real reference, so the tool invents the product.
- Naming no approver. When everyone approves, nobody does.
- Using a generated face or voice as a cast member, without consent.
- Asking a generator to draw a product you own, then trusting the detail. Photograph the real thing instead.
- Skipping the record of what was made, which makes the work hard to defend later.

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