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GRAPHIC DESIGN

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## QUESTIONNAIRE

### BASICS

Name of business? Main contact? Address? Telephone? Email?

### PROJECT INFORMATION

Briefly explain your project.

### BACKGROUND INFORMATION

#### FUNCTION

What is the purpose of your project?

What is the ultimate goal that you are trying obtain?

#### AUDIENCE

Who is your current audience or customer base? Is there another group you are trying to attract?

#### PREVIOUS MATERIALS

Do you have any existing materials or logos that need to be used?

If this is a redesign of your current materials, what do you like about them, what don't you like?

### PROJECT FOCUS

#### MESSAGE

What is the main point you are trying to convey? Are there any other ideas you would like to communicate?

What is the tone of this project (i.e. serious, playful, etc.)?

#### COMPANY BACKGROUND

What is the identity of your company?

Who are your competitors? How are you different from them?

What colors are your corporate colors? Do they need to be used?

#### LENGTH AND SCOPE OF USAGE

How long do you think you will be using the materials we develop? (Three months, 6 years?)

Do you foresee yourself re-printing or reproducing the artwork that I create for you after our initial printing run (including advertisements, saleable items, etc.)

Will you need the artwork transferable to different kinds of applications (faxing, one-color, newspaper ads, silkscreening, extremely large or extremely small)?

### DETAILS, DETAILS

#### PRINTING

What materials (and how many of each) will you need printed?

Would you like me to handle your printing for you?

#### BUDGET

What are your budgets for design and printing? Other expenses such as font licencing, production?

#### DEADLINE

When are the printed pieces due? When do you expect to have your copy and/or images ready?

Is this deadline tight or loose?

#### MEETINGS

Will you want to have meetings after each revision? On-site at your office or at mine?