

PRINT DESIGN WORKSHEET



The following questions are designed to start you thinking about what is needed for your project. Information gathered in this form will better ensure we are able to produce a design that suits your needs. Please answer as many of these questions as you are able.

CLIENT/COMPANY NAME

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CONTACT INFORMATION

01. Who is the contact person responsible for overseeing your participation in the design development? List name and contact information for this person.

Primary Contact Name : _____

Contact Email Address : _____

Contact Phone : _____

Secondary Contact Name : _____

Contact Email Address : _____

Contact Phone : _____

02. Who has final approval on the project? List name and contact information for this person.

Primary Contact Name : _____

Contact Email Address : _____

Contact Phone : _____

PROJECT DETAILS

03. What type of design do you need? *Logo, brochure/pamphlet, print ad, event kit (flyers, invitations, etc.), corporate identity kit (business card, letterhead, etc.), website graphics, product packaging. If other, please describe:*

04. What is your target deadline for having your graphic(s) ready for use?

Date: |_____| |_____| |_____|

05. What is your company's budget for this project?

06. Who is your 'target audience'? *Please list any information you think may be relevant such as age, gender, income, education level, ethnicity, primary language, religion, location, etc.*

07. What are you hoping to accomplish/achieve with this design? Please select all that apply: educate, sell, promote, etc. If other, please describe:

One Black Dot (001946130-P)

www.oneblackdot.my

shout@oneblackdot.my

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**ONE
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08. Do you have images, text, colors, or other design details you would like used?

09. Are there specific features or effects you would like to include?

10. What items do you already have that we can use on your design? *Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to use/incorporate.*

11. Choose three to five adjectives you would like the style of your design to express. *For eg: professional, sophisticated, conservative, fun, friendly, formal, casual, progressive, serious, classy, easy, humorous, service-oriented.*

12. Select any visual elements or styles that **MUST** be utilized from existing materials. *For eg: logo, letterhead, key phrases, colors, typeface (font).* If others, please describe:

13. Are there any designs/ads/media that have a look and feel you admire? *If so, please include links, references, images, and/or identify the particular features you find most appealing.*

14. Have you already selected a printer? *Do you have specifications from them, such as computer file types, type of printing press quoted on, maximum press size, bleed required, one-up artwork, or tints for building the best black? Do you have a contact person we can speak with? Can we recommend a printer we have worked with?*

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