

Let the Creative Generator help me, help you!

Before we start your project, please answer the following questions below...



Company Name

Contact

Business Address

City/State/Zip

Phone

FAX

Email

Name of Project

Please answer the following:

1. What is the project? (such as: a business card, logo, brochure, media kit, etc.) _____

2. What is the purpose of the project? (bring attention to your business, an Ad, illustration for your story) _____

3. Who is the audience? _____

4. How is it going to be delivered to the audience? (direct mail, personal contact, Powerpoint show, other) _____

5. Do you already have a design in mind? (such as: a color palette, layout, images of photos/graphics, choice of fonts to be used?) _____

6. Is there a tone to this project? (conservative, cartoony, realistic, hi-tech, retro, humorous, graphically dramatic) _____

7. When do you need this? What is your deadline date if possible. _____

8. Who else is working on this project? (writer, photographer, editorial assistant?) _____

9. What is the proofing/approval process for this project within your organization? _____

10. If images such as photographs are used, where will they come from? And do you own them? _____

Feel free to write or doodle in this area:

Have we forgotten anything?
Any special instructions or
suggestions you can say about
your project? I can never have
too much information!



<http://www.shargaa.com>