

Print Project Creative Brief

The following is a list of questions designed to define the overall goals of your project including specific questions regarding audience, presentation and application. Please answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of this questionnaire if necessary.

1 Job Details

1.1 Project name

1.2 What type of project is this?

- | | |
|--|---|
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Factsheet |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Banner/Signage |
| <input type="checkbox"/> Program | <input type="checkbox"/> Folder |
| <input type="checkbox"/> Invitation/Event collateral | <input type="checkbox"/> Hotel Compendium |
| <input type="checkbox"/> Proposal | <input type="checkbox"/> Marketing Collateral |
| <input type="checkbox"/> Prospectus | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Other (Please Describe) | |

1.3 Dimensions

- | | | | | |
|-----------|----------------------|---------|----------------------|---------|
| Project 1 | <input type="text"/> | mm wide | <input type="text"/> | mm high |
| Project 2 | <input type="text"/> | mm wide | <input type="text"/> | mm high |
| Project 3 | <input type="text"/> | mm wide | <input type="text"/> | mm high |

1.4 Will you have budget for any special finishes?

- No, standard CMYK
- Yes. Suggestions below

1.5 Do you require us to provide print quotes for this project?

- Yes please obtain at least two quotes from your approved suppliers list.
- I will manage my own printing.

2 Content

2.1 Will you be providing content or would you like us to provide a copywriting service?

- I will provide content.
- Please provide a quote for copywriting.

2.2 Will you be providing images?

- Yes, I will send you the high resolution image files.
- Can you source stock images for me.

2.3 Branding Assets Provided

- EPS logo file provided (if not previously supplied)
- Style guide provided
- Other

3 Background

3.1 What is the purpose of this project?

3.2 What type of product or service do you offer? Do you have any background information about this that you can provide?

3.3 How did your product/services/company name originate?

3.4 Do you have any design references for look and feel?

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3.5 Are there any specific images that need to be used?

3.6 Who are your competitors and what do you think about their brand/print projects?

3.7 What sets you apart from your competitors?
What are the key reasons why customers choose your company?

4 Audience and Message

4.1 What is the overall message you wish to convey to your audience with this project?

4.2 What are the secondary messages you hope to achieve?

4.3 Who is your target audience? Describe a typical customer.

4.4 Who would you like to add to your target audience? Why?

4.5 Where would you like to sit in the market?

5 Perception

5.1 Use three adjectives to describe how the project should be perceived by the user. (Examples: conservative, progressive, friendly, formal, casual, serious, expert, humorous, service-oriented, professional...)

5.2 State a single-minded phrase that will appropriately describe your company/service/product

5.3 Is this different from current image perception?

5.4 What do you feel is the biggest challenge in getting your image across to customers?

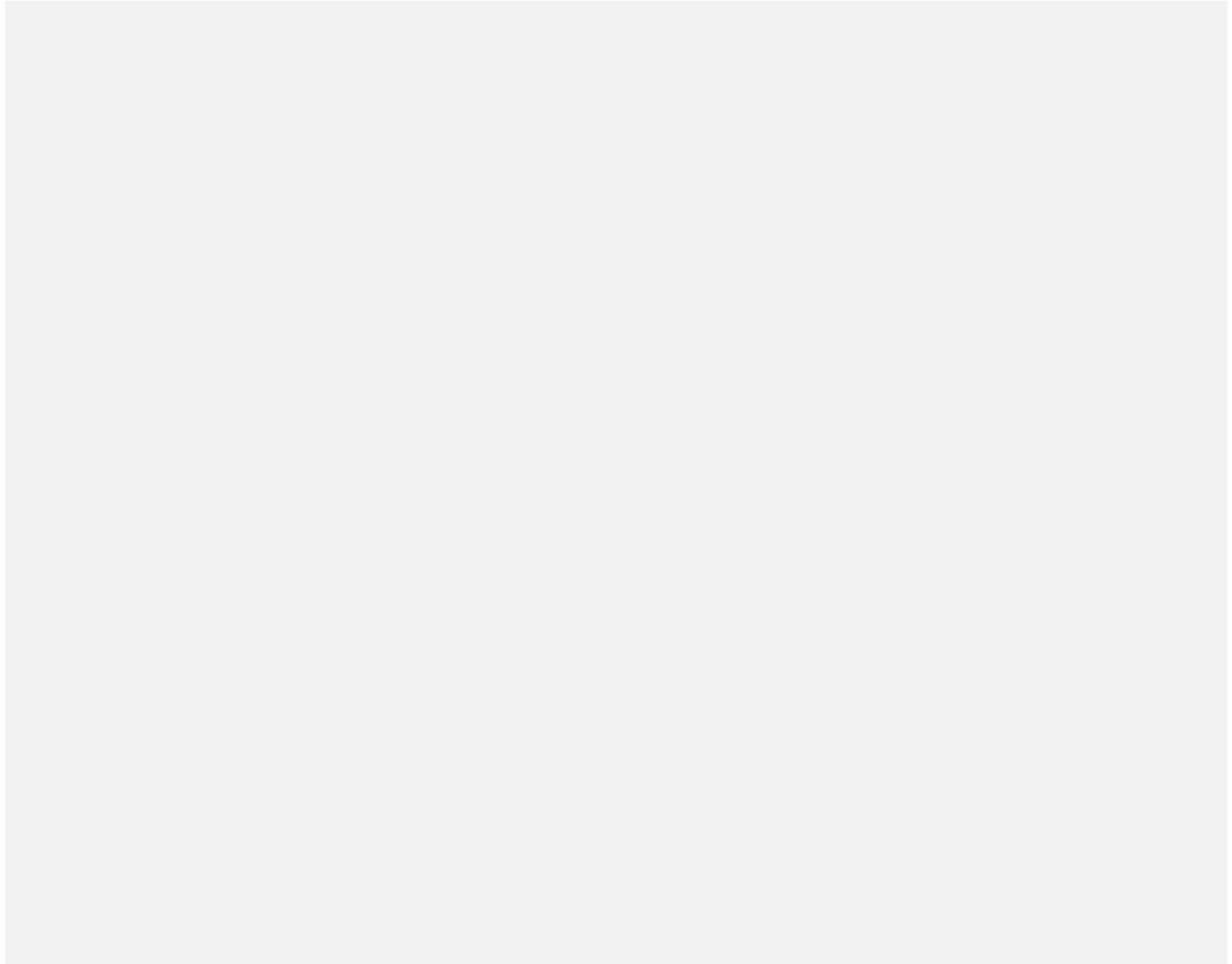
5.5 What attributes would you like your project to reflect about your business?

5.6 Have you seen any printed pieces that you think convey the right tone for your business, even if they are for a different product/service?

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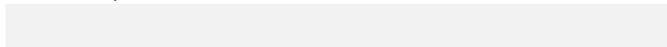
6 Additional Information

6.1 Is there anything else you feel is important for us to know?



7 Requested Deadlines

7.1 Concept



7.2 First round of amends



7.3 Finished work

