

Please answer these questions thoroughly, as they will help you communicate to us what you would like in your new design. If you have any questions, please do not hesitate to call us at 1.866.200.1422.

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## Design Questionnaire

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**1. 1. What would you like us to design?**

**2. What do you want to achieve with this design project?**

**3. Is the design project a makeover of an existing design or, is the project being design from scratch? If a makeover, what additions are needed?**

**4. What do you envision for your design project?**

**5. What message must the product design convey and in what order?**

**6. Who is your target audience? Describe your target market, gender, age, geography.**

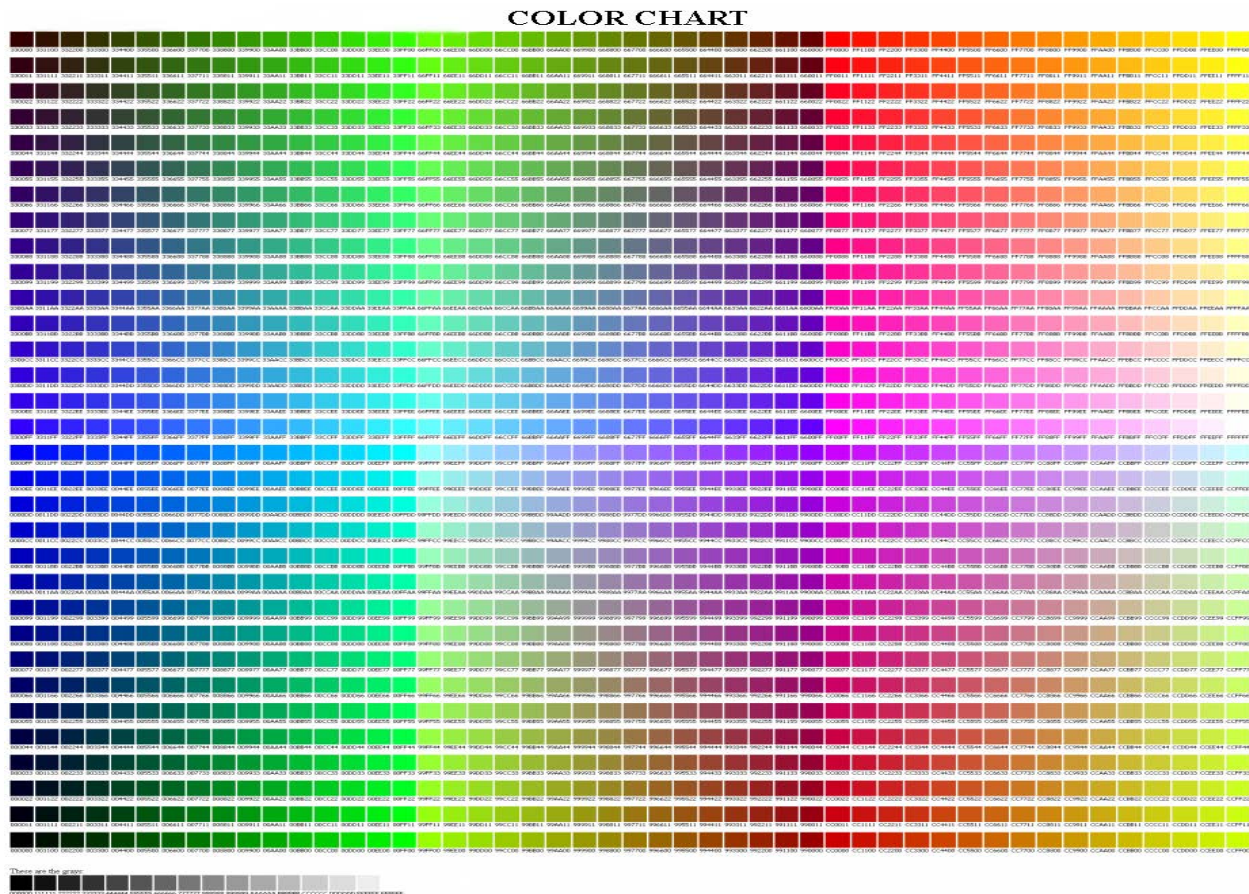
**7. What are their professions, disciplines, and interests?**

**8. What are the secondary goals for your design project?**

**9. Define at least five separate areas or subject matter and describe in detail what's unique about your design project?**

**10. What look and feel would you like for your design? Please give us examples:**

**11. What design elements, colors, and graphics would you like?**



**12. Are there any images or concepts you DO NOT want to see?**

**13. What elements do you feel will be most effective and why?**

**14. Do you have a specific journal, culture, or style in mind?**

**15. Who will have final approval of the project? If it is someone other than you what is his or her title, name, and contact information?**

**16. Should the design project be consistent with any collateral marketing materials, i.e. brochures, posters, media, corporate identity, etc.?**

**17. Describe your direct competition. Provide addresses to their websites if available. Please, list 3-5 competitors:**

**18. Please, list 5 designs you like. Are there any well-known designs that you particularly like? What do you like about them and what aspects, if any, would you like to emulate?**

**19. List 5 words that describe your product:**

**20. List 5 words that describe the feel of your design project:**

**21. What are your project dimensions?**

**22. Is your design being placed in a box/protective package? If so, we will also need those dimensions if design needs to be applied?**

**23. Would you like any addition design services to be packaged with your product design? (e.g. new logo, new collateral marketing materials, ad design (advertising), and media to be consistent with the new product package design) If so, these design services will be quoted in addition to this proposal.**

**24. What is your budget?**

**25. Would you like to design in phases?**

**26. What is your project due date(s)?**

**Additional Comments:**

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