



QUESTIONNAIRE: **PRINT**

Client:

Contact:

Project:

Have you ever worked with a designer on printed materials?

List three impressions (values/messages) you would like the audience to come away with after viewing this piece/website?

Are there existing visual assets available for the designer to use (photos, copy, other images, etc.)?

Are you interested in custom or stock photography or illustrations?

Are there any competitor's materials that you would like to share?

What distinguishes you from your competitors?

What is the main message you would like to communicate for your project?

What is the end result/action that you would like this project to provoke?

Who is the specific target audience that you are trying to reach?

How will you distribute the piece when it is complete?

(Continued)

Have you done anything like this before? If so, was there positive and/or negative feedback from the project that you would like to share?

Do you have a budget to work with?

Are there any other ideas or details that you would like to convey?

Will you be frequently updating this printed piece's content?

Specifications for printed pieces to consider:

(If you are unsure of some of these, Sarah Nelsen Designs will fill in the blanks and/or suggest recommendations for printing, papers, and related details.)

Quantities:

Number of Pages:

Number of Sides:

Size - Flat:

Size -Finished:

Paper Stock(s):

Colors:

Varnish:

Bleeds:

Ink Coverage: FULL COLOR OR ONE- or TWO-COLOR PRINTED BACK AND FRONT or FRONT ONLY?

Bindery: SADDLE STITCH PERFECT SPIRAL OTHER

Proofing by: COLOR HARD COPY EMAIL PDF

Special instructions/Delivery: