

PRINT | PROJECT

ABOUT THE PROJECT

Project Title _____

What is the budget? _____

What is the time line/schedule for this project? _____

Who is the target audience for this project? _____

Brief description of project _____

What are you trying to achieve with this project? _____

What is the message or theme you would like to convey? _____

Is there a 'look' and 'feel' required? (Traditional/minimal/corporate/fun)

Are there existing visual assets (photos, copy, illustration, etc.)?

Does this project require stock photography, illustrations, or custom graphs?

Are there particular logos, graphics or colors that must be used?

Are there similar pieces that you like or find interesting?

Are there any restraints for this project? If so, what are they?

How will the project be distributed?

Mail Handout Internet Other

What are the expectations? _____

Project Specifications

Number of pages _____ Quantity _____

Size _____ Finishing (folded, bounded, cut) _____

Paper type _____ Full Color/Spot Color _____

Email form to jenniferzmuda@aol.com

JEN ZMUDA | GRAPHIC DESIGNER