

Design Project Scope

Project Title

Client

Account Manager

The consult meeting can be more effective if the key individuals attend, such as primary contact, decision maker(s), content producers (writer/editor, photographer, illustrator).

1. What is the primary purpose of your project?

2. Who is the primary target audience for your project?

3. Do you have samples of past or similar projects, or samples of what you have seen and liked?

4. What are all the pieces that you will need created for the project; i.e. hold the date postcard, invite, envelopes?

5. Will your deliverables be printed? Electronic only? Both?

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6. Are there style guidelines or branding that we should be aware of while working on this project?

7. Will you provide images or will that be part of the design service we provide for you?

8. Will you need other assistance developing content (e.g., writing/editing/photography)?

9. Who is the primary contact? Who else is involved in the approval process?

10. Has a budget been set for this project? Do you have a UW budget number?

11. What is your desired delivery date? Mail date?