

Questions for Planning

This is just one way to start planning a design. These questions will establish what it is you are trying to do, who you are designing for and the limits of your budget/client/time.

General Planning

What is the purpose of your piece?
What else can this piece do for your organization? Does it have a secondary purpose?
What message do you want your piece to convey?
Who is your message for?
What is your audience age? Where does their income come from? Where do they live?
What will make your piece attractive to the audience? What types of design is your audience already exposed to? What do they look like?
What image do you want to project?
What type of product/format will work best?
What are your limitations? Are there any special requirements?
How long will your piece be in use?
What is the best method of distribution to your audience? If your piece is to be mailed, will anything else be mailed with it?
What do you want people to do as a result of seeing your piece?
How will you know if your piece has achieved its goals?
How else can you reinforce your message?

Billing or Preparing a Bid

How much time did you spend? What were you doing?
How much time did others spend on the project? What were they doing? What is their hourly rate?
What supplies did you use? What were the costs?
Did you use electrical items? For how much time?
How many miles did you have to travel to attend meetings? To visit a printer? To deliver files or prints?
How many minutes were you on the phone? What time of day?
What food or beverages did you need to supply at meetings? Did you take the client to lunch?

For Designing

What typefaces or families will be used? Where and why?
What type of imagery needs to be created? Why is this imagery needed? Where will it be found in the layout?
What is your budget? Can you hire a photographer or illustrator? Can you purchase stock art?
What formats and color space will be used? Why? What printer marks will be needed?
What software will be used?
How will your files be organized? What folders will be used? What naming considerations will there be?
What do you need to give the client when you are finished?
What do you need to give the printer?
How much can you charge for the job? How much do you want to make an hour?
What contracts do you need? Client agreement, model, talent or location release?
Permission to reproduce something you didn't make and your client doesn't own?
Printer bid? Web provider/host agreement?
Who will own the final product? Who can use it? For how long?
