**GRAPHIC DESIGN, ILLUSTRATION, INFOGRAPHICS QUESTIONNAIRE**

To create a design that meets your needs and your audience’s needs, we need to know about you,your product, or your service. These questions are designed to help you think thorough not just what you like but what your audience will find relevant and captivating, what will engage a potential customer and what would make your business more successful. Please answer all of the questions that are relvent to your project. After reviewing your answers, we will follow up with additional questions to clarify any information before proceeding with the creative process.

**What type of design product do you want?**

**What is your business, product or service?**

**What do you want this design to do for your business?**

**Where do you want to go with your business? How would you like to see it grow?**

**How does this product into that larger mission and how will it interface with other parts of your marketing and business?**

**Who is your audience? What is your primary demographic focus? How does your business engage with them as it effects this design product? How would you like people to react to this design? What personality should it have?**

**Who is your primary national or local competition? (Direct or indirect) How is your company different from them?**

**How will you judge whether this design is successful?**

**What colors would you like to use ? Explain why.**

**What colors do you want to avoid? Explain why.**

**Do you have examples of designs you like that have the same style or meaning you want this design to have? Do you have examples of what you don’t want it to look like? If so, please include links to them or attach pictures of them to the e-mail to which you return this questionnaire.**

**What is your time frame or deadline?**

**How will you use this design and in what formats?**

**Will it need to be used with a variety of media– website, brochures, posters, T-shirts, tickets, posters, name tags, etc.? If so, what will those include? Do you want us to design those? If so, can you provide information about them so that we can use them to create the dsign? If the design needs to be compatible with a larger brand identity, do you have any guidelines or materials we can use as a resource?**

**What specific features we need to be sure to avoid?**

**Please provide two or three words that best describe your business, such as dependable, serious, mainstream, traditional, modern, etc.**

**Please share any additional comments you think are important as we begin the creative process. If you have any visuals that clarify this questionnaire and your project, please include them in an email and send them along with your filled out questionnaire.**

E-mail this brief back to donna@rouviere.com