

project checklist

Use the information below when talking to a designer about your project.

PROJECT NAME: _____

By using the same name between you and a designer helps when discussing it over the phone or via email.

BUDGET: _____

Determining a budget will allow the designer to tell you what not and what IS possible to achieve with said budget and possibly suggest various options that uses the budget in the best way.

PROJECT REQUIREMENTS:

Are you launching a new product and need supporting paraphernalia? Are you starting a company and require a corporate identity? Use the list below to help you decide. If you are revising a campaign or corporate identity, showing examples of pervious work would help the designer see what has already been done will save time.

- | | | |
|--|---|---|
| <input type="checkbox"/> brochure | <input type="checkbox"/> sell sheets | <input type="checkbox"/> flyer /magazine advert |
| <input type="checkbox"/> newsletter | <input type="checkbox"/> poster | <input type="checkbox"/> banner |
| <input type="checkbox"/> corporate identity | <input type="checkbox"/> corporate stationery | <input type="checkbox"/> pocket folder |
| <input type="checkbox"/> website - brochure site | <input type="checkbox"/> website - shopping gateway | |

TARGET MARKET / DEMOGRAPHIC: _____

This is very important to establish as it will set the tone for the project. A campaign that targets girls aged 5 to 8 will look different to a campaign targeting teenage males interested in electronic games.

PROJECT DEADLINE: _____

Setting deadline helps you and the designer time manage the project and set a series of deadline for various stages of the projects such as First draft of concepts, colour selections, etc.

**Note: Production Time has be considered. Production time refers to the time for the project to be printed / assembled / shipped etc. This time is separate from creating the artwork. The designer can help you determine this date to ensure a successful project.*

CONTENT & IMAGE COMPILATION TO BE HANDED TO DESIGNER.

This will help both parties effectively BEGIN the design process. Waiting for content and images can be a serious drain on time and can cause the project to miss deadlines. A meeting with the designer can help you list out what you may need compile or collect.

TEXT-BASED CONTENT PREPARATION - ACCEPTABLE FORMATS

- Word Document
- Excel Document (for content that contains a lot of statistics/figures)
- PDF {note that some with some PDFs the content cannot be 'cut and pasted' - have the designer check it}
- Power Point Presentation
- Company Website (text only - not images)

IMAGE PREPARATION - PRINT READY

Logos and images that end with the following extensions are considered Print Ready. Please note that images taken directly from the company website it NOT print ready.

- .eps - Encapsulated Post Script file
- .tif - Tagged Image File Format
- .ai - Adobe Illustrator file
- .psd - Adobe Photoshop file
- .pdf - Portable Document Format file (high resolution - have designer check it)
- .jpg - Joint Photographers Graphic file (high resolution - have designer check it)

IMAGE PREPARATION - WEB READY

Print ready documents can also be submitted to the designer to be converted into web ready images as well.

- .gif - Graphical Interchange Format file
- .bit - Bit Map Picture file
- .png - Portable Network Graphics file