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GRAPHIC DESIGN KICKSTARTER

THANKS FOR CONSIDERING TRIPLE3 FOR YOUR PROJECT!

We all know communication is key to the success of any endeavor, so we've put together this worksheet to help you capture your vision for the project.

It may be a few pages, but it asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve.

Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Please feel free to skip any sections or questions that aren't relevant to your particular project.

Thanks...

Section 1. About You

PERSONAL INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you currently have a website, what is the address? _____

Tell Us A Little About Your Business, Company and Idea...

May We Ask How You Found Us? Referred Search Engine Social Media Advertising Other

Are You Seeking Help With A New Or Existing Project? New Existing

Will You Be The Final Decision Maker? Yes No **If No Who Will Be**

Is There A Deadline We Need To Work To?

Please Give An Indication Of Your Budget *(A Ballpark Figure Or Range Will Suffice)*

While disclosing your budget may not be something you typically do, sharing this information will help us scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.

Section 2. Print / Graphic Design

Which Design Services Will You Require For Your Project?

- Poster Design Advertising Flyer/Leaflet Signage Exhibition/Display Clothing
 Packaging Other

If other, please specify:

Could You Describe In More Detail What The Purpose / Goal Is, And What It Is You Wish To Convey With This Marketing Material?

(e.g. Promote A Service, Product Or Event, etc...)

Who Are You Primarily Trying To Target?

Are There Any Technical Considerations To Be Aware Of? *(e.g. Size / Dimensions, Special Colors, Special Materials, etc...)*

Who Is Your Primary Target Market? Who Would You Like To Target?

(This Could Be Based On Demographics Such As Age, Race, Gender, Education, Social / Economic Conditions, Income, Location, etc...)

Who's Your Competition And What Sets You Apart? Have You Any Competitive Advantage?

Are There Any Specific Elements You'd Like Incorporated? *(Icon, Symbol, Illustration, etc...)*

What Is It About You, Your Business Or Background That Sets You Apart From Your Competition?

What Problems Do Your Prospects Have That Your Product Or Service Solves?

Please List Or Describe Anything Else You Would Like Us To Know That We Forgot To Ask?

THATS IT - YOUR DONE!

Unless there's anything else you feel would be useful to know?
If not, then congratulations - you're done!

Now all you've left to do is email this document to:

Design@Triple3.co

or mail it to: Triple3 Post Office Box 0416 Saint Ansgar, Iowa 50472