

*These questions go into a fair amount of detail, and I'd be happy to go through this with you if needed.*

### What does your business do?

- *What does your company / organization do?*
- *What is your company's history?*
- *Who are your major competitors?*
- *What set's you apart from your competitors?*

**Tip:** *Please be clear and concise and try to avoid jargon when replying.*

### What are the goals?

- *What are the goals and objectives of your project?*
- *What are you trying to communicate and why?*
- *How does your product/service differ from your competitors?*

**Tip:** *You should also provide old promotional material if possible to give the designer an idea of your present and past image.*

**Tip:** *You are paying for the designer's ideas, so try to avoid telling the designer what to do. Instead, be clear about what the item needs to achieve, so the designer can explore solutions.*

### Who is the target market?

- *What are your target market's demographics & psychographics? i.e. the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach. To say everybody is not an acceptable answer.*

**Tip:** *If you have multiple audiences, try and rank them in terms of importance.*

### What copy photography, or illustrations are needed?

- *What copy needs to be included in the design?*
- *Who is providing the copy? (I know writers if you need to hire)*
- *What pictures / photographs / diagrams etc need to be used?*
- *Who is providing these? (I also know photographers if needed)*

**Tip:** *The copy and pictures used in a design are as crucial as the design itself and you should clearly state who is going to be providing the copy and pictures if needed.*

### What are the specifications?

- *What size is the design going to be?*
- *Where is it going to be printed / used? The web, business cards, stationery, on your car?*
- *What other information should the designer know in regards to specifications?*

### Have you got a benchmark in mind?

- *You should provide the designer with some examples of what you consider to be effective or relevant design even if it is from your main competitors. This will set a benchmark for your designer.*
- *Provide the designer with things not to do, and styles that you do not like or wish to see in your design. This will give the designer an idea of what to avoid and will avoid disappointment on your behalf.*

**Tip:** *It's important to remember that sometimes the taste of you're customers and yourself may be different*

### Do you have a Budget in mind?

- *Providing a budget prevents designers wasting valuable time and resources when trying to maximize your budget.*
- *Providing the budget upfront also allows designers to know if the project is going to be worthwhile with regards to your goals.*

### What is the time scale / deadline?

- *Give the designer a detailed schedule of the project and set a realistic deadline for the completion of the work.*
- *You should take into account the various stages of the design project such as consultation, concept development, production and delivery.*

**Tip:** *Rushing design jobs helps no one and mistakes can be made if a complex job is pushed through without time to review, however, there are times when a rush job is needed, and in these cases rates tend to go up, along with stress levels, and the number of errors.*