

## DESIGN QUESTIONNAIRE

1. What do you want designed?
2. What do you want to achieve with this design project?
3. Is the design project a makeover of an existing design or, is the project being design from scratch? If a makeover, what additions are needed?
4. What do you envision for your design project?
5. What message must the product design convey and in what order?
6. Who is your target audience?



12. What elements do you feel will be most effective and why?

13. Do you have a specific journal, culture, or style in mind?

14. Who will have final approval of the project? And if it is someone other than you what is his or her title and name?

15. Should the design project be consistent with any collateral marketing materials, i.e. brochures, posters, media, corporate identity, etc.?

16. List 3-5 competitors?

17. List 5 designs your like?

18. List 5 words that describe your product?

19. List 5 words that describe the feel of your design project?

20. What are your project dimensions?

21. Is your design being placed in a box/protective package? If so I will also need those dimensions if design needs to be applied?

22. Do you need a new logo, new collateral marketing materials, ad design (advertising), and media to be consistent with the new product package design? If so, these design services will be quoted in addition to this proposal.

23. What is your budget?

24. Would you like to design in phases?

25. What is your project due date(s).