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|--|---|---|
| <input type="checkbox"/> Logo Design         | <input type="checkbox"/> Google Analytics | <input type="checkbox"/> Postcards / Mailers  |
| <input type="checkbox"/> Brochures           | <input type="checkbox"/> Signs / Banners  | <input type="checkbox"/> Vector Art           |
| <input type="checkbox"/> Flash Interactivity | <input type="checkbox"/> Menus            | <input type="checkbox"/> Packaging Design     |
| <input type="checkbox"/> Website Design      | <input type="checkbox"/> Envelopes        | <input type="checkbox"/> Newsletters          |
| <input type="checkbox"/> Website Development | <input type="checkbox"/> Business Cards   | <input type="checkbox"/> Flyers / Sales Sheet |
| <input type="checkbox"/> Website Maintenance | <input type="checkbox"/> Letterhead       | <input type="checkbox"/> Invitations          |

## Goals and Requirements

- 1) What are the primary goals of the site?
- 2) What's the number one takeaway (*key message to convey*)?
- 3) Who are the primary (target) audiences?
  - a) What are your audience's capabilities? (*Browser level, connection/modem speed, computer speed, computer literacy, monitor dimensions*)

Keep compatible for all age levels and dimensions.

- 4) Will the site use old or new content or both?
- 5) What information will change?
  - a) How often and to what degree?
- 6) Do you have existing images that you wish to use?
- 7) What e-mail considerations do you want to take into account?

## Tone and Personality

- 9) Describe the site as if it were a person (serious, weird, young, reliable, professional, famous person, etc.)
- 10) Can we get existing print collateral from you?

## Project Management

11) Who will approve our work? What actions require approval?

12) Who will host and maintain the site?

13) What are the plans to promote the site? Who will do it?

## Creative Brief

15) Creative Direction:

16) Benchmarks: (*sites or media to use as references or models*)

17) Tone & Manner: