

**GRAPHIC DESIGN**  
**Project Planning Worksheets**  
To be Submitted With **Project Development Contract**

---

Contact Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Organization Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Website URL (if any): \_\_\_\_\_

Project Title/Working Title: \_\_\_\_\_

Project Description: \_\_\_\_\_

**Consultation Scheduled:** \_\_\_\_\_ **In Person or By Phone?:** \_\_\_\_\_

Who will attend the meeting (names and titles): \_\_\_\_\_

**We charge \$125 per hour for consultations, and \$95 per hour for project development unless otherwise stated.** Discounts are given to clients under a Coaching Retainer. Think of us as your company's project designers. You supply the raw materials and we assemble them onto high quality products that you can enjoy for years to come. In our Standard Product Production Package we include everything the average individual or small business needs from marketing materials such as business cards, brochures, postcards and flyers, to the production of promotional products and training materials such as audio CD's, DVD's, and book publishing.

This questionnaire is designed to enhance communications with our clients. **Please have these pages printed out, and be at your computer if you are scheduled for a phone consultation** as we may view your or similar products online for references. After you have filled in the blanks, you will be asked to **sign the last page and attach it to your Product Development Contract. If your consultation is by phone, you may mail or fax these documents to us so that we can get started right away.**

**PROJECT:** \_\_\_\_\_

## GENERAL INFORMATION

**THE PURPOSE OF THIS PROJECT:** Give the most important purpose for this project by putting a number "1" next most important, a number "2" and so on, leaving those blank which do not interest you at all.

To have it present your business with a **professional image**.

To position your company as an **expert in your industry**.

To add **credibility** to yourself.

To **educate** the public about your **services and/or products**.

To generate more income through the **sale of this product**.

To encourage potential customers to **contact you by phone or email** for more info.

Other \_\_\_\_\_

**FOR GRAPHIC DESIGN WORK:** It is very helpful if you will include a copy of your company's letterhead, brochures, catalogue, etc. so we can see how you present your company image.

**Company Logo** to be incorporate in the graphic design? \_\_\_\_\_

**Photo or drawing** to be incorporated in the graphic design? \_\_\_\_\_

Schedule a **Photoshoot**? \_\_\_\_\_

**Font Typeface** preference \_\_\_\_\_

Preferred **Colors** \_\_\_\_\_

Preferred **Layout** (landscape/portrait) \_\_\_\_\_

Other ideas \_\_\_\_\_

Similar products you admire \_\_\_\_\_

\_\_\_\_\_

**FOR PHOTOS, GRAPHICS AND VIDEOS:** Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos, graphics or music you send us.

- **Clipart** tends to look a bit amateurish on products, we recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a disc.
- **Stock photos** may be obtained from [www.JupiterImages.com](http://www.JupiterImages.com), [www.ClipArt.com](http://www.ClipArt.com) and other stock photo sites. You write down the photo number and inform us of your choices, and which page each photo goes on. We will purchase the photos, download them and bill you for the cost of the photos. We can help you select the photos, but we would need to bill you for our time at our hourly rate.
- **Stock Music** may be found at <http://www.royaltyfreemusic.com/new-age-music.html> or other online resources.

**MARKETING MATERIALS**  
(Client is responsible for printing)

\_\_\_ **BUSINESS CARD DESIGN**

Text: Company Name: \_\_\_\_\_

Tag Line: \_\_\_\_\_

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address if desired: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Additional text to be submitted by client.

\_\_\_ **BROCHURE DESIGN**

\_\_\_ **POSTCARD DESIGN**

\_\_\_ **FLYER DESIGN**

Title: \_\_\_\_\_

Tag Line: \_\_\_\_\_

Contact Info: \_\_\_\_\_

Phone Nos.: \_\_\_\_\_

Address if desired: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Text to be submitted by client and clearly marked for each panel for brochures.

\_\_\_\_ **VIDEO RECORDING:** For straight video recording, Videographer charges for setup and breakdown time as well as recording time. For this project, estimated travel time (in both directions) is \_\_\_\_\_; estimated recording time is \_\_\_\_\_. **The total time is estimated at \_\_\_ hours.**

\_\_\_\_ **BOOK PUBLISHING:** (client responsible for copyright, ISBN, barcode and printing)  
 Content Complete: \_\_\_\_\_ Professionally Edited: \_\_\_\_\_ Proofed: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Subtitle: \_\_\_\_\_  
 Author(s): \_\_\_\_\_  
 Copyright obtained: \_\_\_\_\_ ISBN obtained: \_\_\_\_\_ Bar Code: \_\_\_\_\_  
 Preferred size of finished product: \_\_\_\_\_ Estimated number of pages: \_\_\_\_\_  
 Paperback: \_\_\_\_\_ Hardback: \_\_\_\_\_  
**Content Layout:** Our contract states that client has the legal rights, or authorization to use, to all content submitted. Chapters and titles are to be clearly identified on content submitted. Forewords and intro pages are to be clearly marked.  
**Cover Design:** (client to submit any graphics or photos to be used)  
 Use author's photo: \_\_\_\_\_ On Front: \_\_\_\_\_ On Back: \_\_\_\_\_

**CLIENT SUBMITTED TEXT:** Please send us your **final text in a Microsoft Word document** without any formatting except double spaced between paragraphs. Time required to make changes to client-submitted text after the product has been developed will be additional and billed at the hourly rate. Client must take into consideration the amount of space on the product for text to be included. Remember, sometimes less is better.

**TARGET DATES:** Final payment is due just prior to delivery of the product. This product is scheduled to be delivered on: \_\_\_\_\_ (within 60 days). If final payment has not been received by the scheduled delivery date, the product will be withheld until payment has been received.

On behalf of my organization I approve the above plan which I have developed with WMA to develop the above product, and I authorize WMA to use these Product Planning Worksheet pages as the basis for it's development.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_