



CLIENT QUESTIONNAIRE

The questions listed below are designed to help me get a better idea of what the final design should look like based on your preferences and needs. Answering these questions to the best of your ability will not only save my time and your money but also allow me to quote your project with more accuracy. Thank you for taking the time to complete this questionnaire. Please send it to dmbgraphicdesigns@gmail.com and I will have a quote within 24 hours! I look forward to designing with you!

***Please fill out a separate questionnaire for each project**

1. What design/creative service can I assist with? Flyer, brochure, Infographics, power point etc.
2. What is the absolute deadline you need the final design(s) by?
3. Who is the target audience? Who are the people that will be reviewing the design/document the most?
4. What are the goals? Inspire, inform, excite, persuade, evoke emotional response etc.
5. Are there specific colors you want used or incorporated? Specific RGB values? A limitation on how many colors?
6. Can you share a few links to similar designs you've found online you do like?
7. If you could describe the design concept in two adjectives what would they be? persuasive and calm, fun and colorful, exciting and bright, informative and lively etc.
8. What are the final file formats you need? A high resolution image, word document, PowerPoint, PDF etc.
9. Does the content of the document need to be editable for future use?
10. For documents; how many pages should the final document be? Is there room to add pages for design or should I design around the text and set pages?