

## DESIGN QUESTIONNAIRE

---

DESIGNERS ARE DETAILS PEOPLE, WE WANT TO KNOW EVERYTHING ABOUT YOUR PROJECT NEEDS. PLEASE SPEND SOME TIME FILLING IN THIS FORM THOUGHTFULLY AND THOROUGHLY SO WE HAVE THE BEST TOOLS TO CREATE AN OUTSTANDING OUTCOME FOR YOUR PROJECT.

### CONTACT DETAILS

Business name .....  
Contact name .....  
Phone number .....  
Mobile .....  
Address .....  
.....  
.....  
E-mail .....  
Website .....

### DESIGN PREFERENCES

What kind of look / feel do you wish to portray in this project;

#### STYLE

- Professional  Credible  Knowledgeable  Fun
- Conservative  Modern  Educational  Funky
- Photographic  Typographic Other .....

#### LAYOUT

- Simple  Busy  Bold Colours  Soft Colours
- Other .....

#### CONTENT

- Mainly Photographs  Mainly Text  Illustrations
- Even Text / Images  Limited Text  Lots of Space
- Other .....

Do you have Corporate or PMS colours, if so please list here.  
(If you have a current Style Guide please let us know)

.....

.....

#### FONT STYLE

- Bold  Italic  Cursive  designjunkies to choose
- Other .....

Do you have preferred /or Corporate fonts, if so please list here

.....

.....

### MARKETING CONSIDERATIONS

Length of time your business has been operating .....

Who currently buys your products / services

- Individuals  Small Business  Corporations
- Government Other: .....

Who are you trying to target; gender, age range, job title. Are they aware of your product currently or is it a new service.

.....

.....

Do you have any direct competition in your marketplace, what makes them better/worse, price, service.

.....

.....

List the main objectives you have for your business, ie: Gain awareness of product, upgrade brand to attract new clientele.

.....

.....

Are there any trends affecting your industry now

.....

.....

What does your business do well

.....

.....

What does it do not-so-well

.....

.....

# DESIGN QUESTIONNAIRE

---

What creative considerations do you have? ie: Do you have any imagery in mind now or any websites that inspire you.

.....  
.....  
.....  
.....  
.....

**EXTRA NOTES**

Please use this section for any further information that is relevant to your design project.

Please list 5 keywords, colours, verbs or adjectives you feel that describe your business

1)..... 2).....  
3)..... 4).....  
5).....

Where is the designed material going to appear? ie: poster in store, as a handout or letterbox drop.

.....  
.....

If you had only one thing that you wanted your customer to remember what would it be.

.....  
.....  
.....

**TIME FRAME**

Please indicate your required time frame for completion of your design project or projects.

.....  
.....

**BUDGET**

Please indicate your budget for the design project or projects  
\$ ..... (approx)

Project cost to be prepared or negotiated

Thank you for taking the time to fill in this questionnaire, the information you have provided will help us to design a relevant, original and effective material. Once you have filled in the data, save the form and print it out or email to us directly.

**DESIGN JUNKIES ©**  
**SUITE 1 /17 KERR STREET, FITZROY VIC 3065**  
**PH: 03 9095 6002 MAIL@DESIGNJUNKIES.COM.AU**