

Print Design & Graphic Design Checklist

Thank you for considering designFORMARE for your print design and graphic design needs! The following checklist helps us to get you an accurate estimate and also provides the necessary direction we'll need in order to deliver a result you'll love!

If you have multiple design projects (ie. You need a Postcard and business card) please fill out one checklist per project.

1. **Job Type** – indicate what this project is for (postcard, brochure, business card, etc)
2. **Print Provider** – if your project is intended for print, please let us know who you will be using so that we can obtain the correct specifications.
3. **Copy** – provide all copy (proofed) to be included on your project. Indicate where content is to be placed (front, back, panels, etc).
4. **Target Audience** – describe the audience whom the design must appeal to.
5. **Design Direction** – describe in detail what you are envisioning for the overall design. If you are not sure, think about what emotions or actions you are looking to evoke from the target audience when they see your design. Think about colors you'd like us to focus on. Also indicate if you'd like the design to include photographs, stock images, etc.
6. **Types of Images** – If you'd like for your design to include stock images, please make sure that they are 300dpi and sized to fit (or larger) the item you are requesting. For example, if you want a photograph to span the cover of an 8.5x11 report, the image must be at least 8.5 x 11 in size at 300dpi.

Please supply images via <http://www.designformare.com/upload> **DO NOT attach them via email.**

If you'd like for us to find and acquire appropriate stock images for you, let us know what sort of theme you are envisioning. Before we'll purchase anything on your behalf we'll get your approval first.