



Creative Worksheet



- ▶ Briefly describe your company and what you do.

- ▶ What is the purpose of this project?

- ▶ How and where will the piece(s) be displayed or used?

- ▶ Who are you trying to reach? What is your target audience?

- ▶ Who are your competitors, and how are they representing themselves?

- ▶ Do you have a slogan or tagline? What is the main message you want to get across?

- ▶ Do you have any written copy to be included?





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- ▶ Do you have identity/logo guidelines or existing campaigns or materials that this project needs to be consistent with?
- ▶ Do you have any existing photography or art to be integrated? Will we need to produce original images or find stock photography or illustration for you?
- ▶ List some words that describe the overall look that you want (i.e. high-energy, professional, elegant)
- ▶ What is your timeline for this project?
- ▶ Other notes:

