

CLIENT DESIGN CHECKLIST

What clients should provide their designer

- ☐ **BUDGET**
What is your budget? The clearer this is, the more helpful it will be for everybody.
- ☐ **DESIGN REQUIREMENTS**
Decide on the full scope of the project before starting.
- ☐ **PURPOSE OF THIS PROJECT**
What is the goal of this design project?
- ☐ **TARGET MARKET**
Who are you trying to reach with this design project or campaign?
- ☐ **DEADLINE**
Set a deadline and allow plenty of time (weeks or months) for the design work to be done.
- ☐ **HIGH QUALITY IMAGES**
For logos, a vector format (.eps or .ai) is required. If a vector format is unavailable, please inquire about a logo redraw from your current file.
For photographs, a high resolution (300dpi - dots per inch) is ideal.
- ☐ **CONTENT**
Text, images, infographics and any other content should be provided in its final form at the beginning of the design project.
- ☐ **COPYRIGHT INFORMATION FOR CONTENT**
Who owns the content, what permission has been obtained to use it, and will attribution be required?
- ☐ **SAMPLES OF PREVIOUS DESIGN WORK**
How will this design project need to comply to the company's style guide? What has the client done in the past, and will this project reflect past designs or take a new path?

This checklist is intended as a guide only, and is not to be used as a formal design brief or contract.