



In the Beginning

Questions

In our first meeting these are some of the basic questions we'll ask you.

- What is the project? Print? Digital? Messaging? Project with many components: ads, reports, identity?
- What is the purpose?
- Who is the audience?
- How many people are involved in the design review?
- Do you need charts, maps, or graphs? Animation?
- Do you need copy written or edited? Who will do the proofreading?
- Do you have illustrations, photographs or do you need them done?
- If it is a printed piece, what is your distribution plan? What is your web SEO strategy or need one?
- What's your budget?
- What is your schedule? Do you need to meet a deadline for an event or meeting?
- Do you have branding guidelines?

Estimate & Scope of Work

Once we have a good idea of the particulars of the project or projects, we will put together an initial estimate that includes printing if quantities are known, photography or illustration costs, production schedules, etc. The estimate may change if, for example, a project stretches out over a longer period of time, more web pages are needed, or the printing specs change. We will make every effort to keep you informed of any changes in the cost of a project, including providing a change order for your approval.

For projects over \$1,000, we will provide you with a Scope of Services agreement, which clearly layout expectations and responsibilities—ours and yours.

Creative Briefs

Not all projects require this, but if we are working with you on say a rebranding of your organization or complex series of publications, this document will guide all of us through the process. It includes information about how