



PROJECT NAME / DATE

DESCRIPTION WORDS & EXAMPLES YOU LIKE

Everyone has an idea of how they'd like their finished project to look, even if it's just a color, shape or size. In order to make your idea a reality, think of 5-10 adjectives (or more) that describe the look and feel of your finished project. Include words like, green, sophisticated, folksy, business-like, clean, humorous, serious, dramatic, subtle, artsy, large graphics, with icons, minimal, old fashioned, lots of white space, black background, floral, geometric, earthy, etc. Include whatever you see in your mind's eye, however clear or vague. Collect examples of other work you've seen or websites that you like. Attach them here.

PHOTO & IMAGE ASSETS

The next step is to list and collect all the photos, illustrations and graphic elements you would like in your project. This includes logos and photos you would like to see, but may not necessarily have yet. Don't worry if you don't know if you want photos or not, we can discuss this later. This list is just for what you know you would like to have at this point.

WRITTEN ASSETS

This is a list of the printed information to be included in your printed piece, or a list of the pages, menu items and their text for your website. Write a list here, first, then start to gather all the text in one place. Don't worry if you need help with the writing, we can work on that. Start with the name of your business, address, phone number, etc., and go from there. Keep this worksheet and all the text in a folder.

IDEAS, IMPORTANT THINGS YOU WANT TO REMEMBER AND/OR INCLUDE

There may be certain ideas you have or concepts to be included in your project that you don't want to forget. Write them down and add to this list when you think of them. Items may include such things as a table of products, shopping cart, or to ask about a double sided business card.