

Project Type

Print:

- | | |
|--|---|
| <input type="radio"/> flyer/poster (size): _____ | <input type="radio"/> illustration |
| <input type="radio"/> brochure | <input type="radio"/> photography |
| <input type="radio"/> dynamic PDF | <input type="radio"/> publication |
| <input type="radio"/> postcard/DM | <input type="radio"/> mailing |
| <input type="radio"/> card/invitation | <input type="radio"/> copywriting |
| <input type="radio"/> package (2+ bound pgs) | <input type="radio"/> article/other writing |
| <input type="radio"/> business package | <input type="radio"/> other _____ |
| <input type="radio"/> advertisement | <input type="radio"/> other _____ |
| <input type="radio"/> scanning | <input type="radio"/> other _____ |
| <input type="radio"/> form(s) | |

Electronic:

- | | |
|--|---|
| <input type="radio"/> web (pgs): _____ | <input type="radio"/> client-side |
| <input type="radio"/> animation | <input type="radio"/> server side |
| <input type="radio"/> cd-rom | <input type="radio"/> component: _____ |
| <input type="radio"/> cd & web hybrid | <input type="radio"/> code/program |
| <input type="radio"/> kiosk | <input type="radio"/> multimedia: video/audio |
| <input type="radio"/> presentation | <input type="radio"/> mobile/palm |
| <input type="radio"/> intranet | <input type="radio"/> database |
| <input type="radio"/> extranet | <input type="radio"/> other _____ |

Market Sector:

- | | |
|----------------------------------|---------------------------------|
| <input type="radio"/> commercial | <input type="radio"/> corporate |
| <input type="radio"/> government | <input type="radio"/> education |
| <input type="radio"/> nonprofit | <input type="radio"/> personal |

Focus:

- | | |
|--|-------------------------------------|
| <input type="radio"/> commercial/sales | <input type="radio"/> marketing |
| <input type="radio"/> presentation | <input type="radio"/> promotion |
| <input type="radio"/> training | <input type="radio"/> education |
| <input type="radio"/> corporate | <input type="radio"/> edutainment |
| <input type="radio"/> point of information | <input type="radio"/> entertainment |
| <input type="radio"/> publishing | <input type="radio"/> reference |
| <input type="radio"/> government/nonprofit | <input type="radio"/> other _____ |
| <input type="radio"/> nonprofit | <input type="radio"/> other _____ |

Bias:

- | | |
|---|---|
| <input type="radio"/> company profile | <input type="radio"/> online transactions |
| <input type="radio"/> information gathering | <input type="radio"/> marketing/advertising |
| <input type="radio"/> information disseminate | <input type="radio"/> redesign existing |
| <input type="radio"/> retail (product/services) | <input type="radio"/> other _____ |
| <input type="radio"/> database access/development | <input type="radio"/> other _____ |

Estimations

Heat Level:

- | | |
|--|--|
| <input type="radio"/> hot (~1 day) | <input type="radio"/> warm (1-3 bus. days) |
| <input type="radio"/> cool (open DL/as need) | <input type="radio"/> chill (ongoing/planning) |

Size:

- | | |
|--|--|
| <input type="radio"/> N/A - (admin/ongoing) | <input type="radio"/> small - (basic pieces) |
| <input type="radio"/> medium - (basic + multi med) | <input type="radio"/> large - (ensemble/consult) |

Development:

client expectation: _____ leeway: _____
 start date: _____ end date: _____

Timeline:

consulting: _____ contract: _____
 team creation: _____ research: _____
 permissions: _____ strategy: _____

Print Production:

source: _____ art: _____
 draft 1: _____ draft 2: _____
 quote(s): _____
 to production: _____ blueprint: _____
 finish: _____ distribute: _____
 archival: _____

Electronic Production:

source: _____ stock: _____
 components: _____ art: _____
 demo: _____ beta: _____
 test - inside: _____ test - user: _____
 live date: _____ archival: _____

Pay Schedule:

advance: _____ pre final: _____
 final: _____
 resource: _____ other: _____

Budget:

range: _____ leeway: _____
 budget holder: _____
 phone/e-mail: _____

studio**b**

Date: _____

PROJECT SCOPE

Project Name/#: _____

Client Org/Name: _____

Address: _____

Phone/Fax/Email: _____ / _____ / _____

Web: _____

Contact 1: _____ Contact 2: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

E-Mail: _____ E-Mail: _____

Previous Project Experience:

Online: none little fair good experienced
 Offline: none little fair good experienced
 Print: none little fair good experienced

Experience Description:

Product	Type	Producer
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Acknowledgement To Begin (sign/initial):

Client: _____ Date: _____

Bast : _____ Date: _____

Content

Client statement of what they want:

Purpose of project

Benefits/achievements wanted:

1) _____

2) _____

3) _____

4) _____

5) _____

Target Audience:

Users will benefit from/by:

1) _____

2) _____

3) _____

4) _____

5) _____

Site search words:

Content, *continued*

Access & Use:

- general public
- specific sector: _____
- inhouse
- executive
- managers
- sales force
- corporate/govt/education
- who needs access: _____

Estimated Number of Users:

- 1-100
- 100-500
- 500-1,000
- 1,000-5,000
- 5,000-10,000
- Other: _____

Content Goals:

- Number of Pages: _____
- Number of Sections: _____
- Pieces: search facility / database / links / buttons /
animations / movie(s) / audio / help section/
user profiling / quiz & scoring / polls

Reasons for content choice:

Look & Feel:

- existing brand
- neutral
- moody
- jazzy
- cool
- youthful
- traditional business
- modern business
- homely/cozy
- mystical
- intrigue
- techie
- outrageous
- international
- high-tech
- humorous

Site Cohesion:

- Look consistent with home page
- Carries through colours
- Colours vary per section
- Max 4 pages info per section
- Max 2 graphics per page

Specifications

Platform: PC / Mac / IE / Netscape / Linux / Other

Format: Zip / E-Mail / Print / CD-Rom / Upload / Client / Server / Other: _____

File: HTML / ASP / Other: _____

Programs: PageMaker / InDesign / Quark / Freehand / Dreamweaver / FrontPage / Flash / NotePad / Other: _____

Graphics: TIF/EPS/JPG/GIF/PNG/SWF/ Other: _____

Palette: _____

Print: In-house / Kinkos / Colour Press / Newspaper

Components: Inserts / ASP / Coldfusion / JScript / Applets / Movies / Audio

Browser: Netscape / Internet Explorer / Linux / Other: _____

Versions: 4.0+ / earlier

Allowances: java / javascript / plug-ins / bots / active-x / flash

Attributes: Optimized Graphics Meta Tags
 _____ download speed No allowances
 Translations Search Engine
 Site Hosting: _____

Unknown: inhouse contact: _____

Languages: _____

Testing: company standard / focus groups / usability / user trials / stress & load / other: _____

Maintenance: inhouse / external / bast media

Archive: inhouse / external / bast media

Other: _____
