

WEB7GROUP

DESIGN CHECKLIST

What clients should provide their designer?

BUDGET

What is the client's budget? The clearer this is, the more helpful it will be for everybody.

DESIGN REQUIREMENTS

If a website is needed, how many pages and what features are required? Will an email Marketing template also be needed, or company branded banners for social media Pages? 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.

For photographs, a high resolution (300dpi - dots per inch) is ideal.

CONTENT

Text, images, video, infographics and any other content should be provided in its final Form early in the life 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?
