

Design Graphics, Photography & Printing Worksheet



Project Description

What is "IT" ? ie: brochure, catalog, display...

Size of "IT": Dimensions _____

Number of panels (page sides) _____

Orientation: landscape or portrait _____

B&W or color 1,2,3, or 4 color _____

processed color _____ Pantone matches _____

Size of each graphic _____

Number on each page _____ totals _____

2x3" _____

4x5" _____

5x7" _____

8x10" _____

other _____

Other art - specify (ie: flat art, etc.)

Do you already have camera ready art we need?

Yes _____ No _____

Do you have the originals of camera ready art available?

Yes _____ No _____

Will any scans have to be re-sized for this project?

Yes _____ No _____

How may? _____

Photography

Do you have a selection of your own photographs?

Yes _____ No _____

If yes, how many do you plan to supply?

How many will actually be used? _____

What size and film format are they?

What form are your stock photos in?

transparencies _____ prints _____ digital _____

How many stock photos will we or another agency need to supply for this project? _____

How many photos do you think will need to be shot from scratch? _____

Studio Shots _____ Location Shots _____

Do you have a film format preference? If so, which? 35mm _____ medium _____ 4x5 _____

Text

Will you supply the text?

Yes _____ No _____

Ideally, text should be supplied on disk (IBM or MAC) in a word processing program. Can you supply text on disk with a hard copy (typed copy) including a word count total?

Yes _____ No _____

Will text need to be edited by us?

Yes _____ No _____

Does your company use special type style(s) in other materials? If so, which ones and what are their names? _____
