## **Client interview**

Team name:	Date:
Client name:	
Interview topics	
Goals and target audience	
Content	
Design requirements	
Distribution	
Goals and target audience	
Identify some immediate goals for this project.	
Describe three long-term goals for this project.	
Use a few adjectives to describe how you want the target audience to perceive friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, can the target audience, for instance what would you like them to do after seeing the target audience.	erazy.) What are your expectations for

Worksheet
What is the single most important point you wish to convey in this project?
Describe the this project. What is the purpose? Why do you want to do it?
Describe the primary audience for this project. Is there key information you want them to take away from this project?
What is the age range of your target audience?
What is the reading level of your target audience?

Does your target audience have special requirements or disabilities?
Describe the most common use of the product by your target audience.
Is there any competition to this project. Who else is doing something similar?
Other questions for the client.

## Worksheet

Content
What do you think the title of this project should be?
What topics should be covered in this project? Will you be providing content or do we need to create it?
Do you have content you want to reuse? For example, you might have content from previous advertisements, brochures, posters, websites, and so on. How will you get this content to the designers?
Can you give examples of the content or "selling points" for a similar product that you found especially successful? Why do you like this project?

	Worksheet
What contact information do you want included, if any?	
what contact information do you want included, it ally.	
Other questions for the client.	
questions for the country	

Design requirements
Should certain organization colors, fonts, graphics, or logos be included in the design? Describe these. Can you provide them?
Are there any colors or fonts you don't want used?
What are some similar projects that you like? Describe the <i>design elements</i> you like about each, such as colors, layout, fonts, and other design elements.
Other questions for the client.

Distribution
How do intent to distribute this project? Print, online, video, a combination?
If the project is printed, will you mail the printed piece? Publish it in a newspaper or magazine? If so, where? Are there size requirements?
If you will have a web version, what browsers should be supported? What platforms should be supported? What devices should be supported? If there is video, what formats should be supported?
If you will distribute it as a video, what resolution and format does your video require? Describe any other requirements for the video component.
If you have a version for inclusion in a video, what resolution does your video require? Describe any other requirements for the video component.

Worksheet
How long do you expect to use this project?
Other questions for the client.