

An easy worksheet to get *great* illustrations

WE CAN'T WAIT TO GET STARTED ON YOUR CUSTOM ARTWORK FOR YOUR OR YOUR CLIENT'S BRAND. AND ONCE WE GET CREATING, THINGS GET WILD. SO, WE LIKE TO GET ALL THE DETAILS OUT OF THE WAY BEFORE WE START SLINGIN' PAINT.

THESE ARE SOME OF THE QUESTIONS WE'LL ASK UPFRONT SO WE CAN NAIL THE ARTWORK—AND MAKE SURE WE'VE GOT USAGE FIGURED OUT FOR YOU. OUR HOPE IS THAT THIS WORKSHEET HELPS YOU KNOW WHAT WE'LL NEED, SO YOU CAN SAVE TIME GETTING THE ANSWERS!



Objectives

- WHAT PERSONALITY/STYLE ARE YOU SEEKING?
- WHAT GOALS NEED TO BE ACCOMPLISHED WITH THIS PROJECT?
- WHAT SPECIFIC AUDIENCE ACTION OR REACTION ARE YOU WANTING?
- WHAT ARE YOUR CLIENT'S EXPECTATIONS?

Timing & Key Milestones

- WHAT ARE YOUR DEADLINES?
- HOW SOON DO YOU WANT TO START THE PROJECT?

Artwork Considerations

- WHAT IS THE REPRODUCTION SIZE OF THE FINAL WORK?
- IS THE WORK FULL COLOR OR LIMITED COLORS?
- WHAT FORMAT SHOULD BE PROVIDED FOR PRODUCTION?
- WHAT REFERENCE MATERIALS WILL BE PROVIDED?

Usage

- WHAT ARE YOUR CUSTOMER'S USAGE NEEDS?
- IS THIS FOR PRESENTATION USE FOR A CLIENT MEETING OR FOCUS GROUP?
- MEDIA: WHERE WILL THIS CAMPAIGN APPEAR? PRINT, WEB, ETC.
- WHAT IS THE CIRCULATION OR THE NUMBER OF PIECES TO BE PRINTED?
- IS THIS A ONE-TIME REPRODUCTION RIGHTS IN PRINT OR MEDIA, OR SPECIFIC TO CERTAIN MARKETS OR GEOGRAPHICAL AREAS?
- IS THIS FOR UNLIMITED USAGE WITHIN SPECIFIC MARKETS, GEOGRAPHICAL AREAS OR PERIOD OF TIME?
- IS THIS FOR EXCLUSIVE RIGHTS OR FULL BUYOUT?



Phases of an *illustration* Project

PHASE 1 CONCEPTION

Once you've provided info about the audience, project scope specifics, and format, we provide, in most cases, black and white or rough-color sketch concepts to develop a direction for the visuals – fine-tuned until both parties are happy.

PHASE 2 PRESENTATION

Next, we refine the visual for your final presentation as well as work on reinforcing and/or clarifying key visual messaging. We can also offer creative insights based on gathered feedback and discuss strategic ideas for key findings. Additional refined sketches can be provided if needed and based on budget.

PHASE 3 DEVELOPMENT

In phase three, to begin finalizing the visual, all available materials and specific requirements are taken in. We collaborate with you to refine the visual chosen in phase two.

PHASE 4 COMPLETION

This phase marks the delivery of the final artwork. However, if a minor refinement is needed (e.g. color tweak or production purpose), we can modify the visual based on your feedback/information to make sure we hit your goal.

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