



TYLER C. GORE
WWW.TYLERGORE.COM
DESIGN

Project planner

This planner was designed to help you organize your ideas about your project. You can use it just for your own private planning, or to submit your ideas about a project to me.

TODAY'S DATE _____

CONTACT INFORMATION

Name		
Company Name		
Type of Business		
Address		
City	State	Zip
Phone	Cell phone	
Email Address(es)		
Website(s)		
Additional Contact(s)		

PROJECT OVERVIEW

Description of Project (feel free to attach additional notes)
Short-term goal(s) of project
Long term goal(s) of project
Project Start Date
Project Completion Date

SUGGESTIONS

- new website
- overhaul current website
- add new functionality to site
- online photo or art gallery
- blog / personal site
- content management
- postcard / poster
- theater program / poster
- book cover
- advertisement
- CD packaging
- misc. product packaging
- flyer / menu / stickers
- business card / letterhead
- logo / branding
- original illustration/artwork
- restoring / retouching photos
- copywriting
- proofreading
- typesetting
- resume



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Design brainstorming

Use these questions to develop your vision of your project's design.

Answer as many or few as you please, and feel free to attach sketches or any other materials that will help me work with you.

GENERAL QUESTIONS

Elaborate on the main purpose of the project – what you hope it will accomplish, and what features or content will help accomplish that goal.

Does this project tie in with other promotional campaigns or materials, and if so, how?

Who is your main audience for this project (who are you trying to appeal to)?

- general audience
- consumers of _____
- investors
- clients
- prospective employers
- professional peers
- internal use within company
- men only
- women only
- age group _____
- fans of _____
- people interested in _____

What copy (written content) will your project include? Does this copy already exist, or does it need to be developed? If it needs to be developed, sketch out a brief outline of what you plan to include. (Include any requests for copywriting, proofreading or editing.)

LOOK & FEEL

In simple key words or phrases, how would you describe the overall feeling you'd like this project to convey?

- archaic / old-fashioned
- artistic
- content-rich (many links & features)
- cool / hip
- corporate
- cute
- elegant
- fun
- futuristic
- gothic
- grungy
- high-tech
- humorous / satiric
- minimalist / clean
- nostalgic
- retro
- sexy
- spiritual
- warm & friendly

Is this project intended to fit in with the look and feel of any existing promotional materials, or is it intended to present a new image for your company?

Are there particular colors that you'd like to be incorporated in the design?

- warm colors
- cool colors
- monochrome
- limited palette
- bright & colorful
- muted and rich
- black, white & gray
- specific Pantone (spot) colors

specific RGB/CMYK values

Are there any 3rd party materials or websites that convey the kind of look you'd like to have? List them below. (The sites you include do not have to be related to your particular industry or project - this is just a list of sites that appeal to you visually, or have a user interface that you like.)

Do you have existing visual or media assets that you'd like to include in the project? List them, and include any notes - for example, what web or brochure pages you'd like them to appear on, etc.

- audio files
- banners
- illustrations
- logos
- photos
- vector graphics
- video / animation

SPECIFIC DETAILS FOR WEBSITES

Are there any special functions you would like your site to have?

- | | |
|--|--|
| <input type="checkbox"/> audio files | <input type="checkbox"/> mail-to-friend feature |
| <input type="checkbox"/> banner advertising | <input type="checkbox"/> message board |
| <input type="checkbox"/> blogging features | <input type="checkbox"/> password protected area |
| <input type="checkbox"/> calendar | <input type="checkbox"/> Paypal / other payment system |
| <input type="checkbox"/> catalogue / shopping cart | <input type="checkbox"/> printer friendly feature |
| <input type="checkbox"/> content management system | <input type="checkbox"/> search capacity |
| <input type="checkbox"/> gallery | <input type="checkbox"/> video / animation / games |
| <input type="checkbox"/> Google Adsense | <input type="checkbox"/> visually impaired functionality |
| <input type="checkbox"/> links to other sites | <input type="checkbox"/> web-based forms |

What secondary pages or areas would you like to include in the website? (If any of these pages have sub-pages, please include those, too.)

- about us
- calendar of events
- company history
- contact us
- downloads
- featured article
- gallery
- links
- message board
- news
- products
- services
- testimonials

Dynamic content keeps people returning to sites. Outside of the initial design, how do you envision your site changing or expanding over time?

In order for people to find your site, they need to know that it's there. Are you interested in search optimization and other web-based means of drawing surfers to your site?

SPECIAL DETAILS FOR PRINT

colors considerations (full 4-color CMYK, duotone, B&W, spot colors, etc.)	
# of printed sides (1 folded sheet=4 sides)	dimensions (w x h)
special paper considerations (matte, coated, gloss, etc.)	size of run (# of copies)
other special requirements (folding, stapling, envelopes, etc.)	
Do you have a printer or service bureau that you prefer to work with? If so, who are they?	
Additional design notes	