pdhCreative
graphic design & creative services

PRINT PROJECT SCOPE

CLIENT INFO

Company: Contact Name:
Email: Phone:
What does the Company or Organization do?

GOALS

What are the main goals of this piece?
How will you measure if they have been met?

PROJECT OVERVIEW

General Description of the project (brochure, Report, Postcard, Advertisement):
Number of finished designs? If a booklet, how many pages?
Size of finished piece? Color/Black & White/PMS spot color?
Full Bleed? Do you need folds, cuts or binding?
Recycled Content %?

DELIVERABLES

What will the actual deliverable(s) be? (.pdf file, finished piece)

USES

Will the piece have multiple applications or mediums? (Billboard and Direct mail)

CONTENT

Do you need help with copywriting? Do you have photography?

PRINTING

Would you like me to handle all the printing? Do you have a specific printer in mind? How many finished pieces?

SPECIAL CONSIDERATIONS

Such as multiple languages, sight or vision impaired, Die Cut, Spot Varnish, etc.

TIMELINE

Do you have a deadline or target date?

Please feel free to contact me with any questions about my process or pdhCreative in general.

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