Team Name:

Date:

Client Name:

Client interview

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 this project. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.) What are your expectations for the target audience, for instance what would you like them to do after seeing this project?

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.

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?

_____

_____

_____

What contact information do you want included, if any?

_____

_____

_____

_____

Other questions for the client.

_____

_____

_____

_____

_____

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 design elements 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.

_____

_____

How long do you expect to use this project?

_____

_____

Other questions for the client.

_____

_____

_____

_____

Adobe applications requires an Adobe ID and can optionally connect to a variety of online services, like photo storage and video hosting services, that are not available to users under the age of 13. If you plan to use Adobe applications with students under the age of 13, the educator (and not the student) must create the Adobe ID account.

For more information

Get instant access to free courses, workshops, & teaching materials and connect with the creative education community on the Adobe Education Exchange: https://edex.adobe.com/.

Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com