



# Client Meeting Checklist

Client: \_\_\_\_\_

Date: \_\_\_\_\_

Project: \_\_\_\_\_

Email/contact info: \_\_\_\_\_

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If you have never worked with a graphic designer before, here are some things that you need to prepare for your first meeting.

Every organization has its unique objectives making marketing, promotions and sales fundamental to every business. The client brings their knowledge of the needs of the company, competition and industry. The designer takes the client's insight and brings in a fresh and original perspective to address the best ways to target their market and impart its business objective.

Effective advertising and design is a collaborative effort as a result of a good communication between the client and designer. Bring samples of what you like or rough ideas. This provides the designer with a starting point from which they can launch their creativity and polish your ideas. In the long run it will save you time and money.

A designer will give you an estimate of the time they think necessary to design the piece from the information you supply them.

Edits – A certain amount of edits and tweaks are to be expected and are included in the estimate. Try to make

your feedback constructive and positive to keep the project moving forward. If, for whatever reason, you exceed that estimate, the additional time is billable.

Poor quality photos – photos from the web are too low of a resolution to use in print. They may look fine on the computer screen but they will not look good in print. The designer can provide you with information on what is good and poor quality art and what will work best for your needs. Be sure to consider the need to purchase stock photography.

Time frame – When planning the time frame for a project take into consideration not only the design/edit time but allow time for the printing. It is standard to allow at least 10 working days or two full weeks for turnaround time for design. Plan on the same amount of time for the printer. Additional time may be necessary depending on the scope of the project, on the availability of your paper choice, special effects and the quantity you are printing. All edits should be made in the design phase of the project. Additional edits made after the job has been sent to the printer will naturally delay delivery and may incur additional cost.

**Quantity** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Size** \_\_\_\_\_  **Bleed**

Flyer       Rack card       Brochure/*How many panels?*       Postcard

**Color**       1 color       2 color       full color       PMS color *you use for logo etc.*

**Paper** \_\_\_\_\_

## Project coordination:

*What do you need the designer to coordinate for you?*       Photographer       Copywriter       Printer

## Deadline

Proofs \_\_\_\_\_  To printer \_\_\_\_\_  To client \_\_\_\_\_

**Art**  Will be supplied by client  Will need to be purchased for client  Logo Supplied by client

## Photography *(must be high resolution, photos from the web will not work in print)*

Will be supplied by client  Will need to be purchased for client  
 Stock art  Custom photography

**Copy**  Will be supplied by client  Will need to be coordinated for client

*How are you going to distribute?*

Direct mailer  Point of purchase  Envelopes  Self mailer

## Contact for art or copy

*Your contact information and how you would like information sent to you.*

*Who is the final decision maker:*

Name \_\_\_\_\_

Phone number \_\_\_\_\_

Email address \_\_\_\_\_

Particular style of design? \_\_\_\_\_

Who is your intended target market? \_\_\_\_\_

What is the message you want to convey? Intent of piece? \_\_\_\_\_

Can you supply to the designer on disk or through email? \_\_\_\_\_

Will you accept proof through email? \_\_\_\_\_

**Printing** *Do you want the designer to handle the printing?*

Do you have a printer you use? \_\_\_\_\_