



The Artstrack Co.
240-1 Muskoka Road South
Gravenhurst, Ontario P1P 1H5

P: 705-687-1510
F: 705-687-2003

www.theartstrack.com

Graphic Design Preliminary Questionnaire

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About The Artstrack Co.

The Artstrack Co. is a full service design and printing firm offering design for print and multi-media as well as conventional and large format printing and copying, booklet creation, web site production, and much more. Our unique position in Gravenhurst allows us an understanding of the local atmosphere unmatched by other firms as well as an opportunity to provide our customers with outstanding work at a much better value than those situated in high-overhead environments. Our experienced staff, which includes members of The Association of Registered Graphic Designers of Ontario, have the expertise necessary to take this and many other projects from imagination to reality.

Learn more about us by visiting our website at www.theartstrack.com

About this Questionnaire

The purpose of this questionnaire is twofold. Firstly, by asking you to think about what you want your materials to accomplish for you it will help you better understand not only your needs but what these materials can do for you. Secondly, it helps us better understand your needs in less time, saving you money and providing for a more accurate and satisfying experience.

The questionnaire itself is somewhat lengthy but quite general, and as such may not cover all aspects of your materials, nor is it meant to. The length means that it covers sections of design and printing that you may not be familiar with or may not have yet considered. Don't panic, just complete those sections you can and we will go over the rest with you.



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Graphic Design Preliminary Questionnaire

About You

Name: _____

Company: _____

Position: _____

Email Address _____

Phone: _____

Fax: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Country: _____

Present Website URL (if any) _____

What type of materials do you require?

- Business Cards
- Brochures
- Booklets
- Menus
- Rack Cards
- Invoices
- Calendars
- Note or Greeting Cards
- Posters

- Banners
- Art Prints
- Reports
- Direct Mail
- Flyers
- _____
- _____
- _____
- _____



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Company Details

Industry: _____

Who is your target audience? _____

Who is your main competition? _____

Their website (if applicable): _____

What do they do better than you? _____

What do you do better than them? _____

What purposes do you want serve with these materials?

- | | |
|--|--|
| <input type="checkbox"/> Distribute contact information | <input type="checkbox"/> Sell art prints |
| <input type="checkbox"/> Inform customers and potential customers about my products and services | <input type="checkbox"/> Record transactions or contracts |
| <input type="checkbox"/> Stand out from the competition | <input type="checkbox"/> Provide a list of products and services |
| <input type="checkbox"/> Attract new clients | <input type="checkbox"/> Provide a price listing |
| <input type="checkbox"/> Inform existing clients | <input type="checkbox"/> Create a gift |
| <input type="checkbox"/> Improve your image | <input type="checkbox"/> Create a gift for my clients |
| <input type="checkbox"/> Offer Customer Service | <input type="checkbox"/> Advertise my products or services to a new market |
| <input type="checkbox"/> Build store or business traffic | <input type="checkbox"/> Advertise a special offer |
| <input type="checkbox"/> Provide customers with directions | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Survey customers or prospective customers | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Recruit new employees | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Market my art | <input type="checkbox"/> _____ |



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About your Competitions Material's (Page __ of __)

We recommend that you evaluate three of your competitors existing materials using this form. This is more information we can use to create a solution suited to your needs, and the more materials you evaluate, the better we can understand your needs. Simply make a copy of this page for each competitor you evaluate.

Competitor's Name: _____

What I like about their material: _____

What I don't like: _____

- | | | | | | | | |
|-----------------------------------|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----|
| Rate the materials Graphics: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |
| Layout: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |
| Colour scheme: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |
| Amount of information presented: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |
| Ease of understanding content: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |
| Ease of getting more information: | Good | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bad |



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Design Aspects

Have you considered a theme for your material? Yes No

What theme(s) have you considered? _____

What is the key message you wish to convey? _____

How do your customers perceive your business? _____

How would you like them to perceive your business? _____

How long would you like to use these materials? _____

Do you expect any major changes in that time? Yes No

What design tone or feel would you like to convey?

- | | | | |
|--|-----------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Fun | <input type="checkbox"/> Exciting | <input type="checkbox"/> Cool | <input type="checkbox"/> High-tech |
| <input type="checkbox"/> Formal | <input type="checkbox"/> Academic | <input type="checkbox"/> Monotone | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Intellectual | <input type="checkbox"/> Friendly | <input type="checkbox"/> Classical | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Business-Like | <input type="checkbox"/> Informal | <input type="checkbox"/> Retro | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Light | <input type="checkbox"/> Modern | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Dark | <input type="checkbox"/> Grunge | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Scientific | <input type="checkbox"/> Pastel | <input type="checkbox"/> Geometric | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Cutting edge | <input type="checkbox"/> Warm | <input type="checkbox"/> Minimalistic | <input type="checkbox"/> _____ |



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Development

This section details how involved you would like to get in the development and design of your materials. Choose Yes if you would like to take care of the portion in question yourself, or no if you would prefer that we handle it for you.

- I can provide all the graphics and photos Yes No
- I can provide all the text content Yes No
- I want to change some of the content myself later Yes No
- I want to make all future changes myself Yes No

Budget & Timeline

Have you established a budget for this project? Yes No

My budget is: \$ _____

This includes:

- Design & Concept Development
 Printing/Production
 Distribution (mail or other)
 Shipping to my location
 Other matters: _____

I need this project completed by: _____

How will these materials be delivered?

- I will pick them up
 Please courier them to me
 Other: _____