



ADVERTISING DESIGN PROJECT SPECIFICATION

JUNE
2017

Project name: <ProjectName>
Client: <Client>
Client's email: <ClientEmail>
Client's phone: <ClientPhone>

Project ID: <ProjectID>

PROJECT DETAILS

project specification

1 What type(s) of media?

2 What is the size(s)?

3 How is it going to be used – digital/print/ both?

4 What is the purpose of this media?

5 Who is your target group?

project specification

6 Do you have any strategy or plan for marketing, sales or/and branding? If so, describe or attach it. What are your goals?

7 Do you have any preference (colours, fonts, styles ...)? Do you have any ideas?

8 Name list of projects you like and do not like (attach or inset links).

9 What data to be used?

10 Feel free to attach everything you think is important and related to.