

DESIGN SURVEY

Getting to know your project. Getting to know you.

This design survey is the first step in our creative process. It allows us to get a firm grasp on your needs, ideas, dreams, concerns, plans, concepts, and conclusions.

The more you elaborate, the clearer the picture gets.
So go for it. Tell us everything!

Fill out what makes sense for YOUR project.
Let us know if you have any questions.

When you're done just save it and send it to info@designbrooklyn.com.
We're looking forward to it.

**DESIGN
BROOKLYN**

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THE BASICS



About You

What's your name?

What is the best way to contact you?

What's your e-mail address?

Have a website?

Name 3 things that you are currently interested in.

About Your Company | About Your Organization

What's your company's name?

Are you a 501(c)(3)?

Does your company have a website?

What is your company's mission?

How long have you been in business?

Describe your company as it operates today.

Where do you see your company going? What is your vision for the future?

Who do you recognize as competitors? What other organizations/companies are like yours?



THE PROJECT

About Your Project

What type of project(s) are you starting?

What is your deadline? Estimated or concrete?

What is your estimated budget?

Is this a continuation of an existing project started by another designer, design firm, or freelancer?

Do you have any existing materials or visual guidelines? (A logo, a color scheme, a graphic concept...)

What is the main goal for this project?

Who is your target audience? (Demographic information appreciated)

Any concerns/ worries about moving forward with this project?

Design Preferences

Describe the desired feeling/tone this project should take?

List some of your design influences. (This could include magazines, book covers, websites, advertisements, and just about anything else that you connect with visually).

Choose 4 main descriptive words for your project.

Any other design inspirations or aesthetic guidelines?



Project Info & Inspiration

What type of web project is this?

New Site	CMS Installation	Flash Development
New Blog	Site Upgrade	Blog Theme
Site Refresh	Media Integration	Email Marketing
Email Set-Up	Host Set-Up	Web Application
Consulting	Database Design	Search Engine Optimization (SEO)

Do you already have a domain name? If so, who is it registered with?

Do you have a host? If so, who is hosting your site?

NOTE: If you have a host, or domain name Design Brooklyn will eventually need all of the information regarding those services. You can normally find that info in a confirmation email sent to whomever set up the service. Keep your eyes peeled and we'll contact you when we're ready for that info. Thanks.

List 4 sites that you admire. What do you like about them?

List 2 sites that would be in the same category as your site. (i.e. Health & Fitness, Acting, Financial Services...)

Functionality & Content Management

How much content will need to be updated and how frequently?

What type of content? (Video, Images, Blog Posts, Twitter Feed, E-Commerce ...etc)

Do you already have a Content Management System (CMS)?

If you have a site, are you currently using a program like Google Analytics to monitor site traffic?

What else does your site need to do?

If technology had no limits, what would your site do?



PRINT

Project Info & Inspiration

What type of print project is this?

How many pieces do you need printed?

*What is your printing budget?

Is this from scratch or a redesign?

Will this new project have to integrate with any existing print materials?

Have you noticed any 'well designed' print pieces lately? (Name anything from magazines to subway ads)

***NOTE:** Most print projects are 'design only'. Design Brooklyn does not produce the print materials in house. However, we have many relationships with local and online printers and will be more than happy to find the best option for YOUR project. Please calculate adequate printing costs into your budget. Questions? Feel free to email or call 718.381.9515

MEDIA

DVD Authoring, Duplication, & Production

What type of DVD | CD project is this?

How many discs do you need?

What will be the main purpose for the DVDs / CDs?

Will you need video editing? If so, please complete the Video Editing section below.

Do you need a design for the label?

Do you need packaging design? If so, please describe the type of packaging you have in mind.

Video Editing

How will the finished product be used? (DVD, web, projection, etc.)

What format will the source material be supplied in? (miniDV, DV, VHS, DVD, etc)

How much source material do you need edited & what will be the length of the finished product?

Presentation | Projection Design

How will the presentation be used?

What type of projector will you be using? What screen size & aspect ratio (4:3, 16:9, other)?



OUR PROCESS

- 1... This Survey
- 2... Our Proposal
- 3... Graphic Composites and Revisions
- 4... Our Letter of Agreement (LOA)
- 5... Your Satisfaction

Our First Hello = This Design Survey

The first contact you make with Design Brooklyn will, of course, be about YOU. We want to hear about your needs, your hopes, your wild ideas, your fears, and your budget. Generally this is accomplished by filling out this design survey. The survey will allow us to develop a plan of action, budget estimate, and preliminary timeline. If we feel the information in the survey isn't entirely adequate we will contact you for additional information or even an initial meeting. Design Brooklyn will present all of our findings in our proposal. The more robust the survey, the more accurate the proposal. Most larger scale projects require at least one survey meeting before a proposal is built.

From our proposal to your first composites

Upon accepting the proposal we require a deposit to continue our work (around 20%-50% depending on the scope of the project). Once the proposal is signed and the deposit is secured we will begin the 'fun part' or the discovery phase. This is when Design Brooklyn takes all of your ideas from Our Design Survey and transforms them into a unique graphic composite. Though we are not technically mind readers, with the right information we can usually hit the nail on the head.

But if we don't... (directions and revisions)

A typical Design Brooklyn project includes up to two(2) graphic directions and up to three(3) smaller revisions to reach the final composite. The exact number of directions and revisions will be included in Our Proposal. Usually, we ask that our clients sit with their composites for a day or so before responding with feedback. Within this revision cycle ANY feedback is appreciated but it should be as clear and concrete as possible. For example, "Something isn't quite right." is not as helpful as "I'm not particularly happy with the colors. I think I would like to see something brighter... like citrus fruit!" The more direct the feedback, the quicker the turn around, and the more likely you'll be ecstatic with the results.

GOOD TO KNOW...

- The more information we have, the more we can tailor the project to meet your needs.
- The more direct/clear your feedback, the quicker the turn around.
- One email with a list of revisions is better than many emails with scattered revisions.

Next, our Letter of Agreement (LOA)

Approving the final composite allows us to agree on the direction of the project. The scope, budget, and time line in Our Letter of Agreement make sure we are all on the same page going forward. Upon signing the LOA another payment may be required (outlined in proposal). Anything approved in the final composite may only be revised at an additional cost.





Launching | Printing | Production

For Web The next communication you receive from Design Brooklyn will be the announcement of your BETA site! The purpose of the BETA site is, again, to keep us on the same page. You will be able to review aspects of your project that are only possible to review once the site has been realized (animations, functionality, interactive aspects). As you review the BETA site Design Brooklyn will continue working toward the site launch, awaiting your feedback. It is important that the site is THOROUGHLY reviewed before sending this set of revisions as these will be the last real changes made to the site. After the revisions have been received and implemented we will finish our usability/ functionality testing and prepare for launch!

For Print Upon approving the final composites the project will be sent to the appropriate printer. Design Brooklyn has relationships with many local and online printers and will be happy to find the right one for YOUR project. Most online printers offer digital proofs of the project instead of hard proofs. Digital proofs are free and greatly decrease the turnaround time but do not provide 100% color accuracy. Design Brooklyn will let you know which method of proofing is best for your job and will make the necessary arrangements. At this point the turnaround is in the printer's hands and will depend upon the quantity and intricacy of the printed pieces.

For Media Depending on the type of media project (DVD, projection, photography) the next step will be preparing your materials for production. This may include printing and burning the actual DVDs, acquiring the correct connections for your projected presentation, or working in the darkroom immediately following your photo shoot. The final stage for your media project will be tailored to YOUR specific needs.

Your Satisfaction

For Web When you are satisfied that the site is ready for the scrutiny of the public eye we will gladly make the site live and send the final invoice. Design Brooklyn appreciates timely payment (within 4 weeks) and will continue to keep the site functioning properly FOREVER. That's right, we will fix any bugs or minor glitches until you decide to take the site down! Any additional functionality, revisions, or upgrades will be scheduled as new projects and billed accordingly.

For Print Once the project is sent to the printer Design Brooklyn will work with them to make sure it's done right! From trim lines, to color matching, we'll be there to escort your materials through the entire printing process. Once the printing has completed we will send our final invoice (payment within 4 weeks is appreciated) and make sure the prints arrive at the correct location.

For Media Concluding a media project can involve anything from reviewing an entire DVD to setting up and running your digital presentation, live! You'll receive the final invoice (payment within 4 weeks is appreciated) after we've made sure your DVDs will get to you on time, your video is beautifully shot & edited, or your new photographs are perfectly packaged. Let us know what YOUR ideal outcome is and we'll make it happen. Really.

OUR TURNAROUND...

For a unique website: 2-8 weeks depending on the scale of the project.

For a custom print project: 1-3 weeks depending on the intricacy of the design and the number of pieces.

Make sure you contact us at least 4 weeks BEFORE your deadline so we can place you in our schedule.

Rush jobs are possible but DO incur a fee.

