**Name :**

**Date:**

**Contact :**

1. Background — Provide details of why the job is being done (Project, target audience, main goals).

2. Image — Comparable examples of your projects intended outcome – provide 2-4 examples.

3. Deliverables — What items are we producing - logo, packaging, brochure, websites…

4. Timeline — Try to supply a quantifiable deadline. ASAP may not be soon enough.

5. Scope of Work— How much can be spent to get this developed?