

Graphic Design - Project Intake Form

Client Name	Email
Company	Phone
Address	Website
	Project Budget
Company/Organization description	
Is this project part of a larger campaign? Yes No	Campaign description
Other design materials used with this campaign	
Design Guidance: Include design style examples to reference (websites, magazine ads, social media graphics, etc.)	

Project title	Due Date
Project Description	
Main objective	
Main message (3–5 words)	
Audience	
Industry trends to be aware of	
How/where will this marketing material be used?	
Size	Format
Final file format(s)	

Content to include	Idea/Sketch
Logo	Yes No <input type="checkbox"/>
Colors	Yes No <input type="checkbox"/>
Typefaces	Yes No <input type="checkbox"/>
Photos	Yes No <input type="checkbox"/>
• Images to use	
Illustrations	Yes No <input type="checkbox"/>
Headlines	Yes No <input type="checkbox"/>
Body Copy	Yes No <input type="checkbox"/>
Website URL	Yes No <input type="checkbox"/>
Social Media Icons	Yes No <input type="checkbox"/>
Address	Yes No <input type="checkbox"/>
Phone	Yes No <input type="checkbox"/>
Notes	

