|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date |  | | | |
| Client’s name and organisation |  | | | |
| Client’s contact details | T |  | E |  |
| Job name |  | | | |

|  |  |
| --- | --- |
| Number of concepts (designs) required |  |
| Size (i.e. A4, B5, custom) |  |
| Number of cover pages (i.e. 4pp) |  |
| Number of interior pages (multiple of 4) |  |
| Cover colours (i.e. CMYK with bleed) |  |
| Interior colours  (i.e. 2 colour – black + 1 PMS, no bleed, or full colour) |  |
| Binding style |  |
| Would you like a meeting to discuss the brief? |  |
| Do you have a style guide? |  |
| Any preferred colours? |  |
| Any preferred fonts? |  |
| Will images be supplied? |  |
| Would you like us to source and purchase stock images or organise a photo shoot? |  |
| How many figures/graphs will there be? How will they be supplied? (Excel is preferred) |  |
| How many tables will there be? How will they be supplied? |  |

|  |  |  |  |
| --- | --- | --- | --- |
| How will financial pages be supplied (i.e. PDF, Excel file to be formatted)? (PDF is preferred) |  | | |
| How many financial pages will there be? |  | | |
| Is copy writing required? |  | | |
| Is editing required? |  | | |
| Is indexing required? |  | | |
| How will text be supplied (i.e. Word doc)? |  | | |
| Do you require packaged Indesign folders supplied at the end of the job? |  | | |
| Is an RTF or WORD document required? Does it need to be accessible (complies to WCAG 2.0 level AA standards)? |  | | |
| Does the publication require conversion to HTML? If so, what kind of HTML? If you’re not sure about this requirement, please ask your IT person for example files and send them to us. | Vanilla HTML: (most basic form of HTML with rudimentary styles) | Yes | No |
| Styled HTML: (CSS styles supplied by client and applied to HTML) | Yes | No |
| Mini website:  (example: [DHA mini-website](http://www.dha.gov.au/annual-reports/2013-2014/index.html)) | Yes | No |
| Do you require an accessible web PDF that complies to WCAG 2.0 level AA standards? |  | | |
| Do you require a plain web PDF (bookmarks and hyperlinks only)? |  | | |
| Do you require us to print manage? |  | | |
| Any special instructions? |  | | |

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| --- | --- | --- |
| What does your department/organisation do? | | |
|  | | |
| What is your point of difference/what makes you unique? | | |
|  | | |
| Who is your target audience/stakeholders? | | |
|  | | |
| What are the values, feelings and messages you want the annual report design to communicate? | | |
|  | | |
| Are there any ‘non negotiable’ elements that need to be included in the annual report design? | | |
|  | | |
| Has this job been done before? Do you have examples/samples? | | |
|  | | |
| Are there any designs you do or don't like (please provide examples)? | | |
|  | | |
| Do you have a budget? Please indicate the range available for the total project. | | |
| $5,000 – $10,000 | $10,000 – $20,000 | $20,000 – $30,000 |
| Do you have a production timetable and deadline or tabling date? | | |
|  | | |
| Preferred method of communication – phone, email, face-to-face meeting? | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| Quantity |  | |
| Size (i.e. B5) |  | |
| Colour (i.e. full colour, two colour) | Cover: |  |
| Interior: |  |
| Bleed (ink bleeds to the edge of the page) | Cover: |  |
| Interior: |  |
| Stock (gloss, satin, uncoated and the preferred gsm - weight) | Cover: |  |
| Interior: |  |
| Binding style |  | |
| Die cuts/special shapes |  | |
| Varnishes/finishes/cello/metallic inks | Cover: |  |
| Interior: |  |
| Will box labels be supplied? |  | |
| Delivery date |  | |
| Tabling date |  | |
| How many delivery points? |  | |
| Delivery details (contact name, address, email and phone number) for each point. |  | |
| Invoice details (contact name, address, email and phone number). |  | |
| Do you require colour matching to existing work? |  | |
| Do you require a press check? |  | |

Thank you