

Design Considerations

Since good art is subjective, client preferences must be taken into consideration in order to please the client.

○ **Statement**

What do you want the images to say? Please supply keywords of what impression you want the design to give. Eg: Strong, professional, fast, etc.

○ **Symbols**

Are there any symbols that you'd like be incorporated into the design including logos or specific graphic elements?

○ **Images**

Are there existing images to use? If images must be obtained, please specify what type of images including content and/or action.

○ **Color**

What are your color preferences? This would include your specific logo colors as well as accent colors used to set the tone of the images.

○ **Fonts**

Do you have a preference of typestyle? Serif or san serif? Decorative or bold? Etc.

○ **Slogan**

Is there a company slogan or other company related copy to include?

○ **Menu**

What will your page topics be? These will be used in the menu to point to pages on your website.

○ **Layout/Dimensions/Alignment/Specifications**

Will you have a graphic "splash" page, or will your "home" page contain a considerable amount of content? What resolution will we be designing for and how would you like to see the graphics fill the page?