

You can help us give you a design you'll love by filling out this two page guide and submitting it with your design materials. Omitting information could delay your project

Name:

Customer or Quote #:

Project Title:

Artist/Band Name:   
(if applies)

## MARKETING INFORMATION

Who is your target audience? Who do you want to appeal to?

What message do you want to send about this project?  
What's the most important thing people should know about it?

## CONTENT OF YOUR PROJECT check one

**AUDIO / MUSIC**    **FILM**    **CORPORATE / DVD**

If your content is Audio or Film, what genre/style describes your project? Examples: rock, country, hip-hop, etc.

If this is a Corporate CD/DVD, how will your product be used? Examples: training, inhouse, retail sales, etc.

## MOOD OR STYLE

How would you best describe the mood or style of this project? Examples: playful, dark, earthy, warm, contemporary, corporate, mellow, futuristic, psychedelic, slick, feminine etc.

## DESIGN SAMPLES

If appropriate, provide samples of designs that appeal to you for our reference. This will give us a better idea of the look you are going for. Let us know specifically what you like about each sample. Examples: color palette, use of white space, font choice, etc. Please provide jpeg thumbnail images or weblinks.

## ADDITIONAL COMMENTS

Is there anything else we should keep in mind before we start your design?

## Please review the materials you are sending The Design Studio.

Check only boxes that apply and fill in appropriate spaces.

### 1 TEXT Microsoft Word “.doc” is preferable format

- Text supplied on disc       Text uploaded to FTP  
 Text emailed to \_\_\_\_\_ (my contact at Disc Makers) date sent \_\_\_\_\_  
 No digital file available. Typeset from my hardcopy which is included.

I've included the following text. Check what applies for your project.

- Credits       Track List / Audio Log       Bio      Other   
 Contact Info       Lyrics       Thank You

### 2 IMAGES

- Sending Digital Photos / Artwork  
tiff or eps, 300 ppi resolution at desired size,  
CMYK color mode is preferable format

\_\_\_ # of images included on disc  
\_\_\_ # of images emailed to \_\_\_\_\_  
(my contact at Disc Makers) on \_\_\_\_\_ date  
\_\_\_ # of images uploaded to FTP

- Scan My Photos / Artwork

note: Number of free scans are determined by  
the number of pages/panels in the package you  
purchased. Extra scans available at additional cost.  
example: 4panel digi / 4 page book = 4 free scans

#### List name of digital file and desired placement

Describe Image      Placement      Or      Designer's Choice

example: 081.tif      front cover     

#### Describe image to be scanned and desired placement

Describe Image      Placement      Or      Designer's Choice

example: standing at piano      front cover     

### 3 DESIGN DIRECTION Check one of the following three options:

- I am not providing a mock-up. Make me look great!  
 I am providing a rough mockup that does not have to be followed literally.  
 I know what I want, and I am providing a detailed mockup. Please follow as exact as possible.

## ADDITIONAL COMMENTS

Is there anything else you'd like us to know about your supplied materials?

Thanks for your input!