

Design PLANNER

Contact Name: _____

Phone: _____ FAX _____ Cell _____

Company/Church/School: _____

Address _____

City: _____ State: _____ ZIP _____

E-mail address _____

Current URL (if any): _____

FTP access address: _____

Username _____ Password _____

Launch date: _____

Budget range: _____

Please read the Terms of Service online:
<http://1721media.com/docs/tos.pdf>



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Pages of the site include:

Page Name	Content Description	Photos or Graphics If none state "None" (include alt tags)

Words (adjectives) you would use to describe how the site should look:

Current offline image: _____

Current online image: _____

Assess the purpose of your web site

- To offer information only (like a resume site)
- To offer and collect information (using an online form interface)
- To increase clientele, and sell materials or goods
- Some other combination: _____



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Target audience

- Describe target audience: age, profession, etc.
- What concrete things do you want the audience to gain/take away from site?
- Describe your overall message you want to send? Reliability? Trustworthiness?
- What are you current web stats like? In addition to traffic numbers, provide details like browser type used and operating system accessed from.

Web layout ideas

- What sites do you like? Write down examples of sites you like, noting what appeals to you: _____
- Can you provide a sketch of the layout that you think would work for you?
- Provide site map of current site.
- Provide colors you'd like to use (two to three works best): _____
- Suggest font(s) you want: _____
- Do you currently have a logo or brochure? Please provide digital copies.

Graphics/pictures, and text

- Provide graphics and pictures on disk or via email (tif, gif, and jpg). Good quality prints will suffice.
- Provide text for each page and caption for pictures (via email or disk, preferably), as well as 'alt' tags of graphics used.

Functions

Circle or list functionality you believe you'll need below.

- Forms like form-to-mail interface (to collect names and addresses of interested visitors)
- Search Engine
- Message Board
- Other: _____

The next steps

- ✓ Agree on design contract
- ✓ Purchase domain name and/or hosting (if needed)
- ✓ Agree on payment terms and make down payment (if applicable)
- ✓ Schedule design and development
- ✓ Release/launch your project

