

# Request for graphic design service

**Mail this completed form to:**

Central Design, Department of Design  
Central Connecticut State University  
Robert Vance Academic Center, Rm 324000  
1615 Stanley Street  
New Britain, CT 06050

**Or fax to:**

(860) 832-2628

**Or e-mail to:**

vial@ccsu.edu

This questionnaire is provided to the prospective client so that the request for design service may be fairly and accurately reviewed. Requests will be honored according to the suitability as a learning experience, time availability, and budget. *Please allow four weeks of notice before anticipated project commencement.*

Contact Susan Vial, Professor of Design, at (860) 832-2557 or 2623 if you have any questions.

**Client Information:**

Name of organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of contact person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Tax exemption number: \_\_\_\_\_

**Project Information:**

Description of project: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is the audience for the piece, and what is the desired response? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is the desired mood or feeling (conservative, cutting edge, sophisticated, fun, classic, etc.)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is the anticipated "life" of the piece (weeks, months, or years)? \_\_\_\_\_

How is the piece to be distributed or displayed (posted, self-mailer, mailed in envelope, on-line, etc.)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Is there an existing logo or image that must appear in the piece? (Please include a photocopy.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Date by which you will be able to provide written text: \_\_\_\_\_

*We will require COMPLETE text prior to commencement of your project.*

**Production information:**

Does your project require recycled paper? \_\_\_\_\_

How many printed copies do you need? \_\_\_\_\_

By what date must you have printed copies in hand? (Must be specific.) \_\_\_\_\_

What is your printing budget? (Must be specific) \_\_\_\_\_

It is Central Design's Policy to assist our clients in making arrangements for printing our work.

**We will obtain (3) written estimates from local printers and supervise the pre-print production for the piece and arrange for proofs. The client or client's agent will be responsible for making the final selection of printer (based upon the estimates provided) and for all printing and print related expense.**

It is the policy of Central Design to request from each client some form of compensation to offset our printing cost. It is suggested that such compensation equal roughly 10 to 15% of the total printing cost.

Any assistance will be used to supplement the cost of maintaining our equipment and providing supplies that are consumed by the students in service to our clients.

Your signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTES:**