Client interview: Brochure

Team name: _____ Date: _____

Client name: _____

Interview topics

- Goals and target audience
- Content
- Design requirements
- Distribution

Goals and target audience

Identify some immediate goals for your brochure.

_____

_____

_____

_____

Identify three long-term goals for your brochure.

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_____

_____

Describe the primary audience for your brochure.

_____

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Use a few adjectives to describe how you want the target audience to perceive your *brochure*. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

Describe the product, service, or event the brochure will feature.

What are the features or elements of this product, service, or event?

List some reasons your audience will benefit from knowing about the product, service, or event.

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Use a few adjectives to describe how you want the target audience to perceive your *product, service, or event*. (Examples: time-saving, efficient, tasty, easy-to-use, sleek, hip, cutting-edge, fast, reliable.)

What is the single most important point you wish to convey in your brochure?

Other questions for the client.

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Content

Do you have content you want to reuse in this brochure? For example, you might have content from previous brochures, brochures, posters, websites, and so on. How will you get this content to the design team?

What sections do you think the brochure should include?

What contact information do you want included in your brochure?

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Can you give examples of the content of a brochure for a similar product, service, or event you found especially successful? Why do you like this brochure?

Other questions for the client.

Design requirements

Should certain organization colors, fonts, graphics, or logos be included in the design? Describe these. Can you provide them?

Are there any colors or fonts you don't want used on this brochure?

What are some brochures you like? Describe specific elements you like about each brochure, such as colors, layout, fonts, and other design elements.

Other questions for the client.

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Distribution

How will you distribute your brochure?

Will you mail the brochure? Does the brochure need to include a mailing panel?

How long do you expect to use this brochure?

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