Objective: Create a Project Plan.

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| Project Scope/Purpose |  |
| Target Audience |  |
| Goals |  |
| Client Criteria  (color scheme, font, etc.) |  |
| Deliverables  (design, website, video, etc.) |  |
| Team Responsibilities  (Each member’s tasks) |  |
| Due Dates  (hard deadlines for phase completion) |  |
| Budget  (client budget and designer charges) |  |
| Equipment  Hardware and software |  |
| Distribution Requirements  (file type, size, modification possibilities, etc.) |  |
| Research  Ideas/inspiration from similar projects |  |
| Copyright or trademark issues |  |
| Design concepts to consideration  (white space, layout, color, etc.) |  |
| Assets needed:  pictures, audio, video, etc. |  |
| Design Comps for Deliverables |  |
| Revisions (repeat as necessary)  based on client feedback |  |
| Proof preview |  |
| Test Print |  |
| Optimize  (format, size, name requirements) |  |
| Distribute |  |