

GRAPHIC DESIGN

Budget & Scope Planner

Use this worksheet to prepare a project, define priorities and compare design quotes consistently. It is a planning tool — not a quote or contract.

1. Project foundation

Business or organization name

What should this project help you accomplish?

Who is the primary audience?

2. Deliverables

- | | |
|---|--|
| ☐ Logo or identity | ☐ Brochure or publication |
| ☐ Social media assets | ☐ Advertising campaign |
| ☐ Packaging | ☐ Presentation |
| ☐ Signage or environmental | ☐ Other |

Must-have deliverables

Nice-to-have deliverables

Channels, sizes or specifications *List what you know; your designer can help confirm technical details.*

3. Content and brand readiness

- | | |
|--|---|
| ☐ Approved copy | ☐ Logo files |
| ☐ Brand guidelines | ☐ Fonts |
| ☐ Photography | ☐ Illustrations |
| ☐ Product information | ☐ Nothing prepared yet |

What still needs to be created, sourced or approved?

4. Timing and budget

Preferred completion date

Fixed launch, event or print date

Available budget range *A range helps the designer recommend a realistic scope.*

5. Creative process

How many people will review or approve the work?

Who is the final decision-maker?

How will feedback be collected and consolidated?

Concept and revision expectations

6. Files, production and usage

- | | |
|--|---|
| ☐ Print-ready PDF | ☐ Web images |
| ☐ Social sizes | ☐ Editable source files |
| ☐ Template files | ☐ Packaging production files |
| ☐ Licensed assets | ☐ Other |

Printing, production or third-party requirements

Questions about source files, ownership or usage rights

7. Quote comparison checklist

- | | |
|--|---|
| ☐ Objectives defined | ☐ Deliverables listed |
| ☐ Concepts/revisions stated | ☐ Timeline included |
| ☐ Payment schedule included | ☐ External expenses identified |
| ☐ Final files specified | ☐ Out-of-scope process explained |

Questions to ask the designer

Ready to discuss your project?

Visit <https://www.zahraali.ca/graphic-design/> or send your project details through <https://www.zahraali.ca/contact/>.