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## **Some questions to consider when beginning a design project**

1. Please give a brief description of the project.
2. What's unique about your company/product/service?
3. What are some things you do not like about the current design?
4. What imagery do you want to portray?
5. What imagery do you think you portray now?
6. What colors come to mind?
7. Do you have any concept in mind already?
8. What are some designs you like?
9. Who are your competitors?
10. In what formats do you need the final artwork?
11. Timeframe?

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