

Describe the need. (What does the client require you to design?)						
Client name						
About the client						
List the design criteria (What must be included in the design? These may also be assessment requirements.)						
Principles of Good Design (Suggest the appropriate Principles of Good Design that might be included in this process)						
Audience information	Age:	Gender:	Interests:	Socioeconomic status:	Cultural or religious factors:	Location:
Constraints	Time factors	Cost factors	Location	Materials	Technologies	Other
Context (Where or when will the design be used/ seen?)						
Considerations	Elements and principles of design (Are there any <i>required</i> design elements and design principles? If so, describe.)					
	Media and materials (Have any media or materials been specified by the client? If so, describe.)					
	Legal and ethical responsibilities (Are there relevant legal responsibilities, such as copyright and IP or standards, that may affect the design process? If so, describe.)					
	Sustainability (Are there any sustainability factors that should be taken into consideration? If so, describe.)					
Deliverables What should be included in the design proposal?						