

QUESTIONS

Name/  
Department: \_\_\_\_\_

Project Summary:  
  
\_\_\_\_\_

Is there a timeline/deadline for the project? \_\_\_\_\_

Whose attention are you trying to capture? (i.e. prospective students, alums, donors, legislators, etc.):  
  
\_\_\_\_\_

What is the goal of the project (What do we want these audiences to think, feel, or do after interacting with the project)?:  
  
\_\_\_\_\_

What are the mandatories of the project?:  
  
\_\_\_\_\_

How will this be seen and distributed?:  
  
\_\_\_\_\_