

# Custom Pattern Project



## Scope Overview

🕒 Time investment: 10-15 min

So you're interested in custom patterns? *Woo hoo!*

We're excited to get to know you and your project. Before our first meeting, please provide a broad brushstroke scope for us to chat about in more detail.

This is just to get the ball rolling, so do your best with the information you have now, knowing you can clarify your answers when we talk.

### About You

Name

Company

Email

Phone

#### ► Your industry *(Check all that apply)*

Commercial Interiors and/or Exteriors

Residential Interiors and/or Exteriors

Corporate Branding

Product Development and/or Manufacturing

Other:

#### What do you relate to most as your overarching creative philosophy?

Less is more, more or less

Everything, but in moderation

Maximalism is my middle name

Other:

#### How do you feel about color?

Serenity now!

Expect the unexpected

Color is my jam

Other:

### The deets & digits

Project Title

Description/Scope (100 words or less)

#### ► Usage *(Check all that apply)*

#### Where will the custom pattern(s) be used?

Building Exterior

Interior Space or Room

Branding Assets in digital & print media

Product Line

Other:

#### Provide relevant usage details that will shape the scope & budget.

Square footage

Media

Number of products

Length of time

Locations (States/Regions/Countries)

Other:

## The deets & digits

### ► The Nitty Gritty

#### Timeframe for custom pattern design

General, in months .....

Due date for final artwork .....

Is there some wiggle room? .....

If so, please elaborate .....

#### Budget for design + initial usage

\$2,500 - 5,000

\$5,001 - 10,000

\$10,001 - 25,000

\$10,001 - 25,000

Other: .....

### ► Design Considerations

Take a minute to jot down the top level influences on the creative process you foresee. We can talk in more detail at our first meeting.

**Design elements** | Share any design considerations, such as existing elements and ideas, we'll need to work with.

**Creative influences** | Provide a few links or lists of styles, motifs, artists, cultures, colors, music, etc. that are informing this project.

**Potential obstacles** | Describe disruptive factors relevant to this project you are concerned about, such as gathering consensus, supply chain delays, etc.

## Collaborative spirit

### ► Who is influencing the creative process on this project? *(Check all that apply)*

Client

Internal decision maker(s)

Committee

External vendor

Just me, myself & I

Other: .....

### ► Please rate your collaborators (or influencers) on the project using the scale below.

#1 Collaborator: .....

Scale: 1 = not at all ..... 5 = absolutely!

	1	2	3	4	5
Trusts You					
Decisive					
Reasonable					
Risk Taker					
Collaborative					
Respectful					
Clear feedback					

#2 Collaborator: .....

Scale: 1 = not at all ..... 5 = absolutely!

	1	2	3	4	5
Trusts You					
Decisive					
Reasonable					
Risk Taker					
Collaborative					
Respectful					
Clear feedback					

### ► Are there other traits or factors that might influence how smoothly the project goes?

#### Thank you for completing this Scope Overview.

I know your time is valuable and appreciate your dedication to the discovery process.

Please [email](#) your completed form to me.

I'll be in touch shortly on next steps.

Creatively yours,

*Helen Young*