



Cedric Hohnstadt Illustration

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Character Design Project Questionnaire

The more I know about your brand, your project, and your goals, the more effective I will be at designing an appealing character that can communicate your message successfully. Please answer as many of the following questions as you can.

Your Name:

Your Company Name:

Your Address:

Your Phone #:

Your email:

Your website:

Your Business

1. Briefly describe your products/services:

2. How does your company sell its products/services:

3. To the best of your knowledge, how do customers perceive you?

4. How would you like to be perceived?

5. In one or two sentences, summarize the primary message you want the character(s) to get across about your company/product:



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Your Audience

6. Describe your target audience (i.e. age, gender, needs)

7. So far what has worked the best in reaching your audience?

8. What benefits do you provide your customers that they can't obtain elsewhere?

9. What are the most important factors in a customer's decision to buy your product/service?

About your competition

10. Who are your key competitors? (If possible provide URLs)

11. What key factors differentiate your company from your competition? (Good and bad)



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The Project

12. Briefly describe the character(s) you would like me to design:

13. How will the character(s) primarily be used? (i.e. packaging, Flash animation, logo, etc.):

14. Please give me 3-5 adjectives that describe each character you would like me to design (i.e. cheerful, tough, intelligent, sloppy, etc.):

- 1.
- 2.
- 3.
- 4.
- 5.

15. Are there any qualities or traits you specifically want the character(s) to avoid or steer away from?:

16. Is there a visual look or "style" you have in mind for the character(s)? (if so, give examples):

17. Are there any existing characters that can serve as an inspiration when designing the new character(s)?



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Misc.

18. What is the target deadline?

19. What is your budget?

20. Who is responsible for approvals?

21. Any other comments/thought?

22. How did you hear about me and my work?

After filling out this questionnaire please email it back to me at cedric@cedricstudio.com or fax to (952) 487-8979. I'll get back to you as quickly as I can, usually in one business day.