

## 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

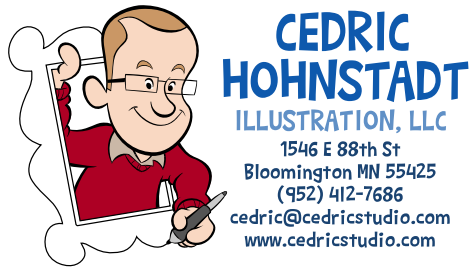
1. Briefly describe your products/services:

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:



## Your Audience

6. Describe your target audience (age, gender, needs, etc.):

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

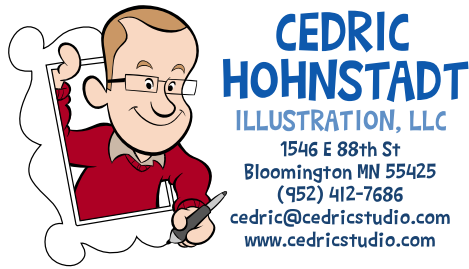
8. What benefits do you provide your customers that they can't obtain elsewhere?

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 website links):

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



## The Project

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

13. How will the characters primarily be used? (e.g. packaging, animation, logo, etc.):

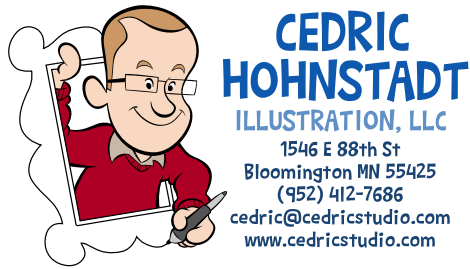
14. Please give me 3-5 adjectives that describe each character you would like me to design (e.g. cheerful, tough, intelligent, sloppy, etc.):

- 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)?



## Misc.

18. What is the target deadline?

19. How much money have you allocated for this project?

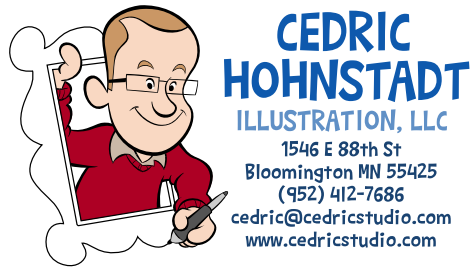
20. Who is responsible for approvals?

21. Any other comments/thoughts?

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](mailto: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.*

*Thanks for considering me for your project!*



## How can I help you?

My clients tell me that I'm reliable, professional, fast, flexible, and I bring fresh ideas to the table. I understand the pressures you are under and I want to help take some of that pressure off. I want to get a grasp on your specific concerns and challenges and then provide terrific artwork that will make you look good for hiring me.

At my illustration studio I've worked on hundreds of client projects both as an artist and as a project manager supervising other artists. I've designed toys for Disney and Hasbro; created advertising comps for Coca-Cola, Walmart, Target and Best Buy; illustrated packaging for Orville Redenbacher; supervised animation of Mr. Potato Head; and designed characters for *VeggieTales*. I've helped some big brands with a small-business personal touch.

Please [contact me](#) and let me know how I can help you on your next project.

"I am beyond impressed with his talent level. Cedric brings fresh perspectives and out-of-the-box thinking. A true collaborator."

*Randall Herrera,  
Olson-Denali Advertising*

"Cedric is one of those rare artists that you hope to find and want to keep at the top of your list for future projects!"

*Rob Corley, cofounder of  
FunnyPages Productions and  
former Disney animator*

"Cedric consistently 'over-delivered', constantly surprising us with his creativity and draftsmanship. We will work with him again and again."

*Tom Bancroft, cofounder of  
FunnyPages Productions and  
former Disney lead animator*

"Cedric always comes up with the most fun and pleasing designs. He is always on time and brings a lot of expert experience to the table. He is always thinking of ways to give a little extra, too, while staying in the budget confines of the project."

*Tim Hodge, Executive Producer,  
Big Idea Productions*

"I really enjoyed working with Cedric. He is a complete professional and extraordinarily gifted. I will not hesitate to recommend him for future work on our projects."

*Donna Turner, National Geographic School Publishing*

"Cedric is uber-talented, a total professional.... I feel like I have a secret weapon in Cedric."

*Rene Norton, Creative Director, BI Worldwide*

**PAST END CLIENTS:** HASBRO • DISNEY • COCA-COLA • SCHOLASTIC • TOYS-R-US • WALMART • TARGET • BEST BUY • GENERAL MILLS