

Client:

Date:

1. Who is the illustration for? Is it for business or personal use?

2. Content & Style:

What/where does the illustration need to show & what details are required?

What part of the map do you want emphasize?

Is there anything you want to stay away from?

Is there a particular style you would like the illustrations to have? Is there any of my previous work you particularly like? <http://www.bekcruddace.co.uk/>

Is there any existing branding/colour scheme I need to follow?

3. Usage:

What will the illustration be used for?

Will the finished illustration be used in print, online or both?

Do you plan to sell the illustration or use it or any part of it for merchandising?

4. Technical Specifications:

What physical size do you want the illustration to be?

5. Area of Use

Where do you plan to use the illustration? Only in the UK or could it be used elsewhere?

6. Duration of Licence

How long do you want to use the illustrations for?

7. Budget

Do you have a budget in mind?

8. Timescale

Are there any important dates that I need to be aware of e.g. dates for roughs/1st versions?
A final delivery date?

9. How did you hear about my work?

10. Is there anything else?

Can you think of anything else that could be relevant?

By answering these questions, I will be able to provide you with an accurate quote as possible. I will also will get a better idea of what you like about my work, why you chose me for this particular project and what you expect.