

What is the primary purpose of this template design?

What is the key message that you want to communicate to the viewer?

Will this template be used for one or multiple presentations?

Who is/are the presentation(s) directed to?

When you envision the template, what do you see?

What feelings or specific keywords would you use to describe your visions?

Is there something you'd like to base the look off of? *(Style guide, website, drug logo, corporate logo, current branding, area of disease, science site of disease, MOA, existing artwork, new artwork, other)*

What type of template is required? *(Corporate, clinical, professional, cutting-edge, scientific, marketing, high design, sales, other)*

What are your strengths as an organization?

What is your company / the drug's image?

What image would you like to portray? *(Clinical, classical, technical, sophisticated, fun, other)*

What kind of look do you prefer? *(Feminine, techy, iconic, bold, masculine, edgy, other)*

Are there specific images you would like incorporated into the design?

Do you have any color preferences? What would you like to see used / what colors should not be used?

Can you provide samples of what you dislike? *(Previously used PowerPoint template, websites, brochures, ads, etc.)*

Can you share up to 5 images/themes that you like or "Inspire" you when you think of what you want this template to be?

What logo(s) should appear in the design, if any?

Are there any corporate guidelines or restrictions that apply?

Would you prefer a light or dark background?

Will you require a meeting theme slide, walk-in slide, or special title slide(s)?

Can you provide a rough draft of the presentation content? If you do not have a draft available, what will the content primarily consist of? Text heavy? Charts? Or more open, lighter content?

Will the template need to be widescreen, 4:3, or both?

How will this presentation be viewed? Large screen, laptop, iPad?
