

KNOWING WHAT YOU WANT

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The following list of planning questions will help you figure out what it is you want and will serve as a guideline for the Office of Publications.

1. **Who is the audience?**

2. **What is your budget?**

3. **Is your copy complete and ready? Has it been proofread and approved by your department?**

4. **What is the primary purpose of your publication?**

5. **What other purpose, if any, does it have?**

6. **What message do you want your piece to convey?**

7. **What image do you want to project?**

8. **Are there any special requirements?**

9. **How long will you use the publication?**

10. **How will you distribute the publication?**

11. **What do you want people to do as a result of seeing your publication?**
