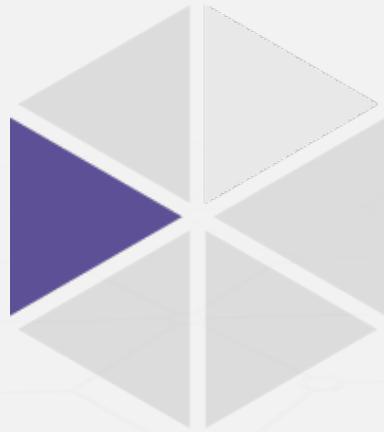




**E-Learning, Technology  
and Communications**  
UF | COLLEGE OF EDUCATION



# **Design Team**

## ONBOARDING QUESTIONS

# Onboarding Questions

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## LOGO OR BRANDING DESIGN

1. Who is your target audience?
2. Can you give me a few words that reflect the style you would like for your brand (unique, modern, UF-centric, clean, organic, inspiring, etc.)?
3. Are there any other similar courses or projects in your field we should be aware of?
4. What message do you want to communicate with your brand?
5. Is there any specific imagery you're wanting or looking for?
6. Is there a specific deadline for the branding project?

## PRINT DESIGN

1. Do you need to have a specific brand for this project, or will we be using a UF College of Education brand or other established brand?
2. Who is your target audience?
3. Will you need assistance with content or will you provide that to our team?
4. What is your call-to-action for the printed piece?
5. Do you have any materials currently made that you can share with us?
6. Is there a specific date you will need the designs by?
7. Are you printing this yourself or will you need our assistance with printing?

## DIGITAL MEDIA (COURSE DESIGN, SOCIAL MEDIA, ADS, ETC.)

1. Do you need to have a specific brand for this project, or will we be using a UF College of Education brand or other established brand?
2. Who is your target audience?
3. What action do you want your audience to take when they see your media?
4. Do you have any materials currently made that you can share with us?
5. What is the timeline for the launch of the media you will need?

# WEB DESIGN

1. Do you need to have a specific brand for this project, or will we be using a UF College of Education brand or other established brand?
2. Who is your target audience?
3. Will you need assistance with content or will you provide that to our team?
4. What do you want your audience to do when they get to your site?
5. Do you have any materials currently made that you can share with us?
6. Can you give me a few words that reflect the style you would like for your site (unique, modern, UF-centric, clean, organic, inspiring, etc.)?
7. Do you have an idea of specific pages you'll need?
8. What is the timeline for the launch of your website?
9. Will you need a URL set up for the project? If so, is it under education.ufl.edu?

# CAMPAIGN DESIGN (PRINT+MEDIA+BRANDING+WEB+ETC.)

1. Who is your target audience?
2. Can you give me a few words that reflect the style you would like for your brand (unique, modern, UF-centric, clean, organic, inspiring, etc.)?
3. Are there any other projects in your field we should be aware of (competitors, etc.)?
4. What message do you want to communicate with your brand?
5. Is there any specific imagery you're wanting or looking for?
6. Who is the target audience of your campaign?
7. Will you be providing content to us for the duration of the campaign or will you need assistance?
8. What do you want your target audience to do when they see your campaign?
9. Do you have any materials currently you can share with us?
10. What specific items do you think you will need to have throughout the duration of the campaign (flyers, banners, social media ads, logo, website, etc.)?
11. Are there any important dates on the horizon that we should be aware of?