

DESIGN PROJECT ONBOARDING

The essentials first

Share what you already know. Not every item needs to be finalised before we can begin a conversation.

STAGE 1**Tell us about your project****01 WHAT ARE WE CREATING?**

For example: a publication, brochure, campaign materials, environmental graphics, presentation or digital materials.

02 WHO IS IT FOR?

Who will see, read, use or interact with the work? For example: customers, employees, students, stakeholders or the public.

03 WHAT SHOULD WE KNOW?

What prompted the project? What does your management or team hope to achieve? Is anything important to preserve?

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People, materials & dates

04 WHAT DO YOU ALREADY HAVE?

Tick what is currently available. Items may be draft or final; technical details can follow.

- | | |
|--|--|
| ☐ Draft or final text | ☐ Logos |
| ☐ Brand guidelines | ☐ Photographs |
| ☐ Illustrations | ☐ Charts or data |
| ☐ Previous artwork | ☐ Reference materials |

Anything else already available, or still pending?

05 WHO COORDINATES & APPROVES?

One person coordinating and consolidating feedback helps keep instructions clear.

MAIN PROJECT CONTACT

FEEDBACK COORDINATOR

FINAL APPROVER

06 WHEN IS IT NEEDED?

REQUIRED COMPLETION DATE

LAUNCH / EVENT DATE (IF APPLICABLE)

Other key deadlines or dates that cannot move

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Prepare for creative work

Once the project requirements are clear, indicate which materials are available. JAB will advise what is needed.

STAGE 2

Materials and production information

CONTENT

- | | |
|--|---|
| ☐ Written content, names and titles | ☐ Captions and contact information |
| ☐ Tables, charts and data | ☐ Mandatory statements / language versions |

LOGOS & BRAND

- | | |
|--|---|
| ☐ Original logo files | ☐ Brand guidelines / colour specifications |
| ☐ Existing artwork or templates | |

IMAGES & PRODUCTION

- | | |
|--|--|
| ☐ High-quality original photographs / illustrations | ☐ Final dimensions, sizes and formats |
| ☐ Print, digital or regulatory requirements | |

Notes on outstanding content, files or specifications

REFER TO THE ILLUSTRATED GUIDE

Image quality, dimensions, screen/print colour, reviewing artwork and file delivery are explained on the website.

jab.sg/design-project-onboarding-checklist/

When ready, email the completed form to info@jab.sg. For larger files, see the website guide for transfer instructions.

info@jab.sg