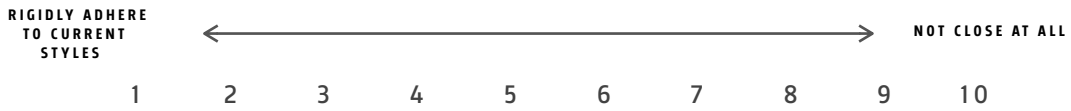


CIRCLE ONE NUMBER FOR EACH SCALE.

A. "How close will the new design be visually and typographically to the current print materials and branding?"



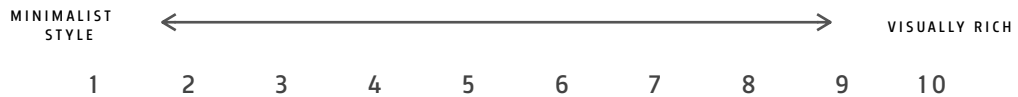
B. "Should the homepage use lots of visuals such as photography to express ideas or focus more on typography and headlines?"



C. "Should the new site design fit visually in the same category as other similar websites in this field or should the design be groundbreaking and create a new standard?"



D. "Will the new design employ a minimalist style or will it have a visually rich experience?"



Cashdollar Design

Design Characteristics Worksheet

