**2.01 Create a Magazine Cover Client Questionnaire**

University Name:

Contact Name:

Address:

Phone:

What is your University’s Mission Statement?

How long has your university been in existence?

List and rank six or seven strength’s of the university that you would like to be highlighted.

Who is your primary target audience? Please list any information you think may be relevant such as age, gender, income, education level, ethnicity, primary language, religion, location, etc.

List three to five adjectives you believe describes your university,

Are there any visual elements or styles that MUST be used such as a logo, key phrase, or typeface. If there is a logo, please paste a copy below.

Do you have a preferred color scheme for your design? Hex Codes? Please describe:

Are there any designs that have a look and feel you admire? If so, please include links, references, images, and/or identify the particular features you find most appealing.