

Godwin Art Animations - Questionnaire for business

Please answer as many of these questions as you can. The students will use your answers to these questions to guide their creation of the video. They will communicate with you throughout the process to ensure that their work accurately represents the business image you wish to present.

Name of business:

Business point of contact: (Name, email, phone #)

Purpose of business:

Motto or slogan:

In one or two sentences, sum up what you want the consumer to understand about your business as a result of this advertisement:

Colors associated with your business:

Logo: *please link to the logo on the internet or attach an image to this document*

Character or mascot? *If you already have a mascot, please link to or describe it. If you do not have one, but have ideas for one which you would like the students to create, please describe that here.*

Imagery to use: *List any images, symbols, or ideas that you wish represented in the video.*

Imagery to avoid: *List any cliché' imagery that you wish to avoid*

Words to use: *List any key words that you wish the video to emphasize or include.*

Words to avoid: *If relevant, please list any words you wish to avoid.*

Other details? *Please list anything else you think would be helpful here.*
