

Project Request Form

1 **Date:** _____ **Department:** _____
Project Name: _____ **Short Code:** (required to begin project) _____

2 **Who is the client?** The client is the person who'll be responsible for circulating creative to all the stakeholders or "client group" assigned to a job and obtain their feedback and approval. Once the client approves a project, it is final approval for the group.
Client: _____ **Client Group:** (list approval group names) _____

3 **Before you complete this project request form think about the following:** In order to design the best communications and marketing elements associated with this project, please indicate your communication goals, the audiences you are trying to reach, and the messages you are trying to convey.
Communication Goals: _____
Audience: indiv. donors corp. donors alumni media faculty students staff other _____
Message: _____

4 **Project Elements:** PRINT: logo invitation program/booklet brochure poster envelope mailing
 other _____
WEB: website html email invitation web badge web page other _____
PHOTOGRAPHY: event publicity portrait other _____
MEDIA OR PUBLIC RELATIONS: specify _____

5 **Will you provide text for your project?** If you are providing text for any of the elements of your project, the text should come to us as "final" and already approved by those you decide are final decision makers. We anticipate that a project may go through 1 or 2 rounds of minor changes and corrections. If there are more, your project will be delayed and may miss its deadline.
Writing/editing: (specify) _____
Speech or script writing (specify) _____
Quantities: _____ **Other:** (additional information needed to proceed) _____

6 **Project Deadlines:** Your project is important to us and fits into a schedule of work with other projects and deadlines. As a next step, we will provide a production schedule with milestones to make sure your project is finished on time. Project turn around time could be from 4-8 weeks, depending on the project. Any delays or new (additional) elements may require revisions to your production schedule and may mean the overall completion and delivery date may change as a result.
Required Project Delivery Date: _____ **Event Date:** _____

7 **What happens once you sign off on a project?** Every effort is made to deliver a project error free. Once a project is approved by the client listed on this form, any costs or fees associated with reprints or reworking a project is the responsibility of the client.

8 **Next Steps?** The Communications and Marketing team will contact you to set up a meeting to discuss your project in detail.

To service your creative needs most efficiently, please read, fill out and **CLICK HERE** to submit via email.

On some systems, the "click here" button will not work. Right click on the button and choose open with Adobe Acrobat. Then you can save and send the file.