

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Due date: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Unit/department: \_\_\_\_\_ Phone: \_\_\_\_\_

Role of unit/department: \_\_\_\_\_

## Project Details

Project title \_\_\_\_\_

Project description \_\_\_\_\_

Audience \_\_\_\_\_

Call to action (What do you want the audience to do?) \_\_\_\_\_

Project goal(s) \_\_\_\_\_

**Finalized copy, high resolution images (300 dpi) and logos (ai, eps) must be submitted before the project can be considered.**

## Deliverables (please check all that apply)

### PRINT PROJECT

	size	orientation p   l	units in   ft	paper type uncoated   coated	color full color   single   b/w	bleed no   yes (inches)
<input type="checkbox"/> Ad	_____					_____
<input type="checkbox"/> Postcard	_____					_____
<input type="checkbox"/> Invitation	_____					_____
<input type="checkbox"/> Program	_____					_____
<input type="checkbox"/> Banner	_____					_____
<input type="checkbox"/> Flyer	_____					_____
<input type="checkbox"/> Poster	_____					_____
<input type="checkbox"/> Self-Mailer	_____					_____
<input type="checkbox"/> Brochure	_____					_____
<input type="checkbox"/> Newsletter	_____					_____
<input type="checkbox"/> Booklet	_____					_____
<input type="checkbox"/> Folder	_____					_____
<input type="checkbox"/> Calendar	_____					_____
<input type="checkbox"/> Envelope	_____					_____
<input type="checkbox"/> Viewbook	_____					_____
<input type="checkbox"/> Magazine	_____					_____
<input type="checkbox"/> Other	_____					_____

## Deliverables *(continued)*

### DIGITAL PROJECT

#### Social Media Graphic

- Facebook
- Instagram
- Twitter
- Snapchat

#### Invitation

- In email
- Mailchimp
- Other

- Email Graphic
- Email Header/Footer
- Digital Graphic
- Website Ad
- Editable PDF
- Newsletter

Please provide detailed specs, sizes, and any other pertinent information

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File type needed  .jpg  .pdf  .ai  .eps  .indd  other \_\_\_\_\_

## Check List

Before submitting a project request to your designer, please complete this check list.

- Complete the **Creative Brief Form** (jobs can not be opened until all fields are completed)
- Attach **Final Project Text** in a Microsoft Word document (must be proofed/approved by department head)
- Attach **High Resolution Photos**
- Attach **High Resolution Logos** (preferably ai. or eps.)
- Attach **Reference Material** (if applicable)

## Additional Notes

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## Additional Resources

### Brand Tools

<http://www.northwestern.edu/global-marketing-communications/resources/brand-tools.html>

### Logos and Wordmarks

<http://www.northwestern.edu/brand/brand-assets/index.html>

<http://www.northwestern.edu/brand/>