



MARKETING AND COMMUNICATIONS

GRAPHICS PROJECT FORM

GETTING STARTED

- 1) CLIENT COMPLETES PARTS 1 & 2.
- 2) CLIENT SENDS THIS FORM (PARTS 1 & 2) VIA E-MAIL TO PRINTING SERVICES' CUSTOMER SERVICE REPRESENTATIVE.
- 3) PRINTING SERVICES CONTACTS THE CLIENT TO DETERMINE PRINTING NEEDS AND COSTS AND COMPLETES PART 3 WITH CLIENT.
- 4) PRINTING SERVICES SENDS COMPLETED FORM (PARTS 1, 2 & 3) TO CLIENT AND MAC TO INITIATE DESIGN AND TIMELINE.

PART I-- PROJECT INFORMATION (COMPLETED BY CLIENT)

BILLING ACCOUNT #: _____

EVENT/PROJECT: _____

PROJECT TYPE: **NEW** **UPDATE** **REPRINT**

CLIENT: _____ **UNIT:** _____

PHONE: _____ **E-MAIL:** _____

FINAL APPROVAL AUTHORITY: _____

PART II-- PROJECT BACKGROUND (COMPLETED BY CLIENT)

HOW DOES THIS PROJECT SUPPORT THE UNIVERSITY'S STRATEGIC GOALS?

PRIORITIZE YOUR PRIMARY TARGET AUDIENCE(S): 1 = HIGHEST PRIORITY

- PROSPECTIVE STUDENTS CURRENT STUDENTS FACULTY STAFF ALUMNI
 DONORS PARENTS MEDIA OTHER: _____

DESCRIBE YOUR PRIMARY AUDIENCE.

IN ADDITION TO INCREASED AUDIENCE PARTICIPATION, WHAT DO YOU WANT TO ACCOMPLISH THROUGH THIS MARKETING EFFORT?

- INCREASED KNOWLEDGE/AWARENESS IMPROVED REPUTATION GREATER VISIBILITY
 FIRST OF MIND RECALL BY CUSTOMERS OTHER: _____

WHAT DO YOU WANT YOUR AUDIENCE TO "DO" AS A RESULT OF THIS MARKETING EFFORT? BE VERY SPECIFIC.

WHAT IS THE MAIN MESSAGE YOU WANT TO CONVEY TO YOUR TARGET AUDIENCE(S)?

PROJECT AT A GLANCE (COMPLETED BY MAC)	
REFERENCE #	_____
<u>DATES</u>	
INITIAL MTG:	_____
TO GRAPHICS:	_____
ON SERVER:	_____
DELIVERY DATE:	_____
<u>TEAM</u>	
DESIGNER:	_____
WRITER:	_____
PHOTOGRAPHER:	_____
OTHER:	_____

PART III-- GRAPHIC PROJECT COMPONENTS (COMPLETED BY PRINTING SERVICES)

#1 _____ IF OTHER, DESCRIBE: _____ QUANTITY: _____

COLOR: 1 2 4 ONE-SIDED TWO-SIDED BLEED TRIM: YES NO

PAPER WEIGHT: _____ PAPER COLOR: _____
 TEXT COVER OTHER: _____

FINISH: UNCOATED GLOSS OTHER: _____

BINDERY: FOLD SCORE PERFORATION OTHER: _____

SIZE: FLAT: _____ FINISH: _____

MAILING: FIRST CLASS PRE-SORT FIRST CLASS BULK MAIL NON-PROFIT BULK

ESTIMATE: #: _____ QUANTITY: _____ COST \$ _____ QUANTITY: _____ COST \$ _____

SPECIAL INSTRUCTIONS:

PART III-- GRAPHIC PROJECT COMPONENTS (COMPLETED BY PRINTING SERVICES)

#2 _____ IF OTHER, DESCRIBE: _____ QUANTITY: _____

COLOR: 1 2 4 ONE-SIDED TWO-SIDED BLEED TRIM: YES NO

PAPER WEIGHT: _____ PAPER COLOR: _____
 TEXT COVER OTHER: _____

FINISH: UNCOATED GLOSS OTHER: _____

BINDERY: FOLD SCORE PERFORATION OTHER: _____

SIZE: FLAT: _____ FINISH: _____

MAILING: FIRST CLASS PRE-SORT FIRST CLASS BULK MAIL NON-PROFIT BULK

ESTIMATE: #: _____ QUANTITY: _____ COST \$ _____ QUANTITY: _____ COST \$ _____

SPECIAL INSTRUCTIONS:

E-MAIL TO MAC