

Project Request Form (Creative Brief)

Valdosta State University • Creative Services • PHONE 229.333.5980

Date form with three input fields

Please complete the information below to assist Creative Services in producing materials that meet your goals and objectives. As a general rule, please allow at least six weeks from start to finish; longer for more complex projects and projects that require extensive copywriting, photography, or artwork. This includes two weeks for layout and design; two weeks for proofreading, revisions, and approvals; and two weeks for printing. For more information see the Creative Services website.

PROJECT DETAILS

Project Name

Project Name and Project Due Date input fields

Project Manager

Name, Department, Email, Office Phone, and Mobile Phone input fields

Project Aim (Strategic Objectives)

Why is this work required and which strategic objective does it fit into:

- Four checkboxes for strategic objectives: Improving recruiting, retention, progression and graduation rates; Creating a culture of our campus as one where the focus is on individual students; Increasing student participation in transformation and experiential opportunities; Contributing towards an increased community and regional impact

WHO

Who is the Target Audience for Your Project?

- Five checkboxes for target audience: Prospective Students (Recruitment), Current Students (Retention), Alumni & Donor Relations, Community Relations, Parents, Faculty & Staff, Other, please specify

WHAT

Project Summary – Description and Purpose

How the piece will be used and what it is intended to accomplish, as well as whether it is part of a series of communications for a specific audience.

- Five bullet points for project summary with corresponding input lines: What's the purpose of the project? Why do you need it? What are you hoping to achieve? What's your core message or unique selling proposition? What's the single point you want your audience to walk away with? How will your audience benefit from what you're offering? Who are your competitors, and how are they representing themselves in the market? What are your limitations (budgets, timelines, branding guidelines)?

WHY

HOW

WHERE

Distribution Method

Where will your audience encounter the project?

- Hand Delivered
- Included in a packet of other information
- College Fair/V-State Experience Tour
- Mail**
 - 1st Class
 - Non-Profit

Who will supply mailing list? _____

Who will stuff and address/label? Printshop Other _____

**Arrangements must be made six weeks in advance of mailing.*

Other _____

Standard VSU Indicia

Non-Profit Org.
U.S. Postage
PAID
Permit No. 24
Valdosta, GA

Presorted
First Class
U.S. Postage
PAID
Permit No. 24
Valdosta, GA

WHEN

Delivery Date

Date by which you need delivered to you or other party — MM/DD/YYYY — ____ / ____ / ____

Delivery Instructions

Where you want the finished project sent? On-campus Off-campus Call to Pickup

ADDRESS/LOCATION

What Are You Providing?

Content in what form? Information or text in MSWord or comparable file format (with hard copy)? Photographs (in original high resolution JPG or TIF format), art, charts, diagrams, etc.?

QUANTITY

The total number you need _____ (Is this number based on a mailing list? Yes or No)

PRODUCTION SPECIFICATIONS

Production Specifications [OFFICE USE ONLY]

Type of Project

Printed Digital Both

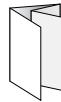
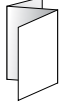
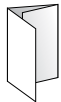
Format

Flyer/Poster Brochure Booklet PDF Other _____

Dimensions

Flat Size _____" Width x _____" Height Finished Size _____" Width x _____" Height

Fold Type



Half/Single Fold Trifold/C-Fold Accordion/Z-Fold Double Parallel Fold Barrel/Roll Fold Other _____

Binding Type

Single Staple Saddle Stitch Spiral Comb Perfect Bound Other _____

Bleed (definition — actual print that extends past the edge of piece, it has to be trimmed off)

No Yes Bleed Size _____
1/8" (.125) MINIMUM FOR PRINT

Ink Colors

Four-color process (full color)
 One color spot _____
 Two colors spot _____
 Three colors spot _____

VSU Printshop Off-campus Printer

OFF-CAMPUS PRINTER'S NAME