

CREATIVE BRIEF *(Advertising)*

Office of External Relations

NORTH PARK UNIVERSITY

 = Office Use Only

PROJECT TITLE:

REQUESTED DUE DATE: *

(MUST be 4-6 weeks prior to date of submission)

PROJECT NUMBER/TITLE:

DUE DATE:

DETAILS

Date of submission:

PROJECT DETAILS

Date Full Copy Received:

Your name:

For: [person]

[department]

Department:

Designer:

Phone:

Previous File Location:

Email:

Other Information:

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> NEW PROJECT | <input type="checkbox"/> UPDATE TEXT |
| <input type="checkbox"/> ADAPTATION | <input type="checkbox"/> UPDATE PHOTOS |
| <input type="checkbox"/> REDESIGN | <input type="checkbox"/> RESIZE |
| <input type="checkbox"/> UPDATE LOOK | <input type="checkbox"/> CHANGE FORMAT |

Budget Manager:

Approved?

Publication / Web Site: (where ad will appear)

SPECS:

PRINTER'S PREFERRED FORMAT
(INDD or PDF): _____

DIMENSIONS:

BLEED? Y / N

COLOR:

- | |
|--------------------------------------|
| <input type="checkbox"/> 4-COLOR |
| <input type="checkbox"/> 2-COLOR |
| <input type="checkbox"/> B&W |
| <input type="checkbox"/> OTHER _____ |

BLEED SIZE: _____

TRIM SIZE: _____

LIVE AREA: _____

VERTICAL or HORIZONTAL

SIZE

- | |
|---|
| <input type="checkbox"/> FULL PAGE _____ |
| <input type="checkbox"/> HALF PAGE _____ |
| <input type="checkbox"/> QUARTER PAGE _____ |
| <input type="checkbox"/> OTHER _____ |

COLOR

- | |
|--|
| <input type="checkbox"/> COLOR |
| <input type="checkbox"/> BLACK AND WHITE |
| <input type="checkbox"/> OTHER (specify) |

TARGET AUDIENCE: (please be as specific as possible)

- | |
|--|
| <input type="checkbox"/> UNDERGRADUATE: _____ |
| <input type="checkbox"/> GRADUATE: _____ |
| <input type="checkbox"/> OTHER: (specify): _____ |

PRINTING:

- | |
|--|
| <input type="checkbox"/> PRINTER NAME & CONTACT: _____ |
| _____ |
| <input type="checkbox"/> FINAL PRODUCT DUE DATE: _____ |
| <input type="checkbox"/> QUANTITY: _____ |

MAIN MARKETING OBJECTIVE (and desired outcome):

[SINGLEMINDED MESSAGE]

COPY: (*All final copy must be provided before job can be officially submitted. All copy must be submitted in full 4-6 weeks before work may commence.*)

OTHER INFORMATION:

* Please note that no project will commence until all body copy and/or other material is provided in full, and this project has been approved by a budget manager. No job may be submitted less than 6 weeks prior to the requested completion date. Later submission of jobs not already on the year's project calendar must have special approval by the Director of External relations or by the Project Manager.