

# CREATIVE BRIEF *(Publications)*

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 (PRE-PRESS):

## PROJECT DETAILS

Date of submission:

## PROJECT HISTORY

Date:

Your name:

For: [person] [department]

Department:

Designer:

Phone:

Phone:

E-mail:

email:

Approval to:

Previous File Locations:

## PUBLICATION :

- POSTER
- FLIER
- BROCHURE
- BOOKLET
- OTHER *(specify)* \_\_\_\_\_

## SPECS:

- FULL COLOR
- 2 COLOR/ OTHER \_\_\_\_\_
- SIZE \_\_\_\_\_
- FOLDING/BINDING: \_\_\_\_\_
- QUANTITY \_\_\_\_\_
- OTHER *(specify)* \_\_\_\_\_

## SPECS:

- DIMENSIONS: \_\_\_\_\_  
Specify  VERTICAL or  
for Ads  HORIZONTAL
- FILE FORMAT  
(INDD or PDF): \_\_\_\_\_
- COLOR:
  - 4-COLOR
  - 2-COLOR
  - B&W
  - OTHER

## TARGET AUDIENCE:

CATEGORY:  UNDERGRADUATE  
 GRADUATE  
 OTHER *(specify)* \_\_\_\_\_

PRINTING:  QUANTITY: \_\_\_\_\_  
 FINAL PRODUCT DUE DATE: \_\_\_\_\_  
 PRINTER NAME & CONTACT:  
\_\_\_\_\_  
\_\_\_\_\_

MAIN MARKETING OBJECTIVE (and desired outcome):  
[ SINGLE MINDED MESSAGE ]

HEADLINE AND BODY COPY (**All final copy** must be provided in full and attached separately before job is officially submitted.)

OTHER INFORMATION: