

# CATAWBA PUBLIC RELATIONS DESIGN REQUEST

Please take the time to answer all these questions. If it is a new project, this will help us create a concise, clear message for you. If this is a past project that needs updating, this will help make sure we are effectively portraying your message/identity. In both cases, this will help streamline the creative process and deliver a message and design we can all be proud of. I want you to know I put my heart into every project I take on and look forward to capturing your Catawba message! Thank you in advance :)

- Tracy Ratliff, *Public Relations Graphic Designer & Staff Photographer*

Today's Date: \_\_\_\_\_ Department: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Extension/Email: \_\_\_\_\_

Project name & all types of materials that need to be created (i.e. Brochure, Application, Poster, Invitation, Reply Card, Banner, Ad) :

Size(s): \_\_\_\_\_ B&W or Color (Full Color/1 or 2 Colors - Specific Colors): \_\_\_\_\_

Special features/instructions in the design of the project (i.e. Self-Mailer, Tabbed, Perforation, Postcard built into layout, Special Paper, etc.) :

Quantity: \_\_\_\_\_ Print Budget if necessary (If updating a past project I can refer to previous cost/invoice on file): \_\_\_\_\_

Mail date or date needed to be back in-house: \_\_\_\_\_

Points to remember: Always work backwards from when you need the finished piece to reach your target audience. Printing facilities turn around time is 5 to 7 business days in most cases. In order to be fair to all our clients, I must place projects in the order that I receive them. Please take that into account when turning in a design request. Thanks again for your consideration :)

**Prepare a project brief by answering the seven questions that follow:**

This will help us really tighten the message, target our audience, and find creative solutions that satisfy your requirements.

1. What are we trying to accomplish?
2. Who are we talking to?
3. What do they think about us or the particular service we are trying to promote?
4. What do we want them to think?
5. What benefit(s) does the product/service have? What is unique about your product/service?
6. What do we want the audience seeing this product to do?
7. What information is mandatory to include?

**Attach all information to this request form including copy, photos (hard copy, on disk, or via email), and any other materials that may help focus our message and achieve our design goals.**

Thank you again and I look forward to working with you!



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