

AREAS COMMUNICATIONS PROJECT OVERVIEW FORM

Client (Unit/Department) _____ Date _____

Client Contact _____ Telephone _____

E-mail _____ Supervisor's name _____

Before the Office of AREAS Communications can begin the project, the client must provide SOLID answers to the following questions:

PROJECT

Type of Project _____

When do you need the project delivered? _____

What are your expectations for the project? _____

Is this project part of a larger campaign? _____ If so, what? _____

AUDIENCE

Who is your target audience? _____

What do you want them to know? Can that be expressed in a simple sentence or slogan? _____

TACTICS

What is the best way to reach this audience?

___ Ad

___ News release

___ Brochure

___ Newsletter

___ Bulletin or circular

___ Photographs

___ Display/exhibit

___ Postcard

___ Donor/funding requests

___ Program

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- Folder
- Flyer/poster
- Graphic images (logos, etc.)
- Invitation
- Marketing campaign
- Other
- Recruitment materials
- Social networking
- T- shirts
- Video/audio productions
- Web site

What is your deadline for a **finished** ready-to-distribute product? _____

DESIGN AND PRINT

New publication Revision Reprint

Publish how? Web and print Print only Web only TV in Lobby

How many copies will you need? _____

Size requirements? (i.e., should printed piece fit in an envelope?) _____

Flat size _____ Finish size _____

Do you have written copy? _____

Will you need to have photographs taken? _____

Does project require special packaging or shrink wrapping? _____

FINANCING

Who is paying for the project? _____

What is your budget for the project? _____

STORAGE/DISTRIBUTION

How do you plan to get the publication into the hands of the audience? _____

Will the project require storage? If so, where? _____

Will mailing be involved? _____ If so, any special requirements _____

PRINTING INFORMATION

Estimates: printer quote # _____ printer quote # _____ printer quote # _____

Printer _____ Contact Person _____

Phone _____ Email _____

WEB

Will your Web site need online forms? _____

Will your Web site need conference registration forms? _____

TIMELINE

NOTE: The Office of AREAS Communications will not start on any project/document until ALL materials necessary to complete the job are submitted.

_____ All copy/ photos received

_____ Proof to contact person

_____ Proof returned from contact person

_____ Blue line received

_____ Job delivered

APPROVAL

A signature below by the hiring supervisor/administrator indicates that the items(s) listed above have been read and approved ; that monies have been allocated to pay for the requested item(s).

Approval from Management (or designee) _____

4/09/10: FML