



WORK ORDER FORM

General Information

Please fill out and obtain appropriate approval prior to contacting Marketing & Communications.

Project and/or Project Title: _____

Date Submitted: _____ Due Date: _____

School/Department/Program/Event: _____

Contact Name: _____

Phone: _____ E-mail Address: _____

This project is approved for submission to the Office of Marketing & Communications by:

☐ Department Head or Department Chair, or Dean (if applicable): _____

☐ Vice President: _____

Please contact Marketing & Communications to schedule a start-up meeting for your project. The information that follows will be completed during this meeting.

Project Information

Please check one of the following:

☐ This project consists of an exact reprint; no changes needed.

☐ Sample attached ☐ Sample not attached

☐ This project consists of minor changes to a pre-existing piece.

☐ Sample attached ☐ Sample not attached

☐ This project requires a redesign of a pre-existing piece.

☐ Sample attached ☐ Sample not attached

☐ This project is new.

☐ This is a Web project (please go to "Web Updates/New Initiatives," page 3).

Please check one of the following regarding services needed:

☐ Writing ☐ Editing ☐ Graphic Design ☐ Photography

Requested deadline: _____ Is this a firm date? ☐ Yes ☐ No

Print Quantity: _____

Note: All content is edited to conform to the *Chicago Manual of Style* guidelines.

For most new projects, please plan for a SIX WEEK lead time.

For substantial revisions to an existing piece, please plan for a FOUR WEEK lead time.

For minor revisions to an existing piece, please plan for a THREE WEEK lead time.

Who is your audience? (Check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> General Public | <input type="checkbox"/> Prospective Students | <input type="checkbox"/> Current Students |
| <input type="checkbox"/> Alumni | <input type="checkbox"/> Current Donors | <input type="checkbox"/> Prospective Donors |
| <input type="checkbox"/> Faculty | <input type="checkbox"/> Staff | <input type="checkbox"/> Media |
| <input type="checkbox"/> Other: _____ | | |

What is the purpose of your project? _____

How will your project be distributed? _____

What is your budget? _____

What does your project consist of? (Check all that apply.)

- | | | | |
|-------------------------------------|---------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Banner | <input type="checkbox"/> Insert | <input type="checkbox"/> Poster | <input type="checkbox"/> Flyer |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Invitation | <input type="checkbox"/> Print Ad | <input type="checkbox"/> Envelope |
| <input type="checkbox"/> Form | <input type="checkbox"/> Postcard | <input type="checkbox"/> Fact Sheet | <input type="checkbox"/> Catalog/Viewbook |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Other: _____ | | |

Please check one of the following regarding printing:

- | | | |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> Black & White | <input type="checkbox"/> 2-color | <input type="checkbox"/> 4-color |
|--|----------------------------------|----------------------------------|

Delivery Instructions: _____

Web Updates/New Initiatives

What services are you requesting? (Check all that apply.)

- ☐ Site layout
- ☐ Post photos
- ☐ E-mail blast
- ☐ Create online form
- ☐ Update site content
- ☐ Other
- ☐ Post Word doc/PDF form

Purpose of new update/initiative: _____

Additional comments: _____
