



BECKER COLLEGE

OFFICE OF MARKETING & STRATEGIC COMMUNICATIONS

WORK ORDER FORM

Please use this Work Order Form to submit requests to the Office of Marketing & Strategic Communications.

Please allow a *minimum of two weeks* prior to your requested deadline.

GENERAL INFORMATION

Name: _____ Department: _____

Email: _____

Phone (work): _____ Phone (cell – optional): _____

Date of order: _____ Specific calendar date final piece is needed: _____

Department account # to be charged for vendor services (e.g. printing, mailing – if applicable): _____

Name of Supervisor who has approved moving forward with project: _____

PROJECT INFORMATION

Please answer all applicable questions below to the best of your ability:

• Which best describes this project? (Check all that apply.)

- | | | | |
|---|--|--|---|
| ☐ New design | ☐ Brochure/flyer | ☐ Postcard | ☐ Marketing consultation |
| ☐ Re-design of a pre-existing piece
(Please provide a sample of the original piece.) | ☐ Viewbook | ☐ Poster | ☐ Other _____ |
| ☐ Content revision to a pre-existing piece
(Please provide a sample of the original piece.) | ☐ Graphics for merchandise | ☐ Newsletter | _____ |
| ☐ Exact reprint of a pre-existing piece
(Please provide a sample of the original piece.) | ☐ Fact sheet/form | ☐ E-communication | _____ |
| | ☐ Certificate/plaque | ☐ Print advertisement | _____ |
| | ☐ Program | ☐ Photography | _____ |
| | ☐ Invitation/Save-the-Date card | ☐ Banner/display | _____ |

Note: If a "new design" is requested, please be prepared to provide samples of existing collateral to illustrate your ideas.

• Which service(s) is needed?

- ☐ Consultation ☐ Writing ☐ Editing ☐ Graphic Design ☐ Photography ☐ Illustration

• If "Graphic Design," which of the following will you provide?

- ☐ Text (subject to editing by marketing) ☐ Photography ☐ Other _____

• Purpose of piece: _____

• Audience for piece: _____

• If photography will be used, is there existing photography available? ☐ Yes ☐ No ☐ I don't know

• Please specify the names of individuals who are required to review/proof prepared materials: _____

• Do you have a budget for this job? ☐ Yes ☐ No If "yes," the amount is: _____

FOR OFFICE USE ONLY

Size: Flat _____ Folded _____ ☐ One-sided ☐ Two-sided

Paper stock: Brand, finish (e.g. glossy, uncoated, etc.), weight (e.g. 80# text, 100# cover, etc.) _____

Quantity: _____ Colors: ☐ Black & white ☐ Color (___ offset ___ digital)

Will mailing services be required? ☐ Yes ☐ No If yes, will production of an envelope be required? ☐ Yes ☐ No

If electronic art is needed, which format? ☐ pdf ☐ jpg ☐ tif ☐ eps ☐ other Required resolution? _____ dpi

