



AUBURN
UNIVERSITY

OFFICE OF COMMUNICATIONS
AND MARKETING

CREATIVE SERVICES/PROJECT OVERVIEW

Client (College, School, or Department) _____ Date _____

Client Contact _____ Telephone _____

E-mail _____ Person(s) with final approval (dean, vp) _____

*Before Creative Services can begin a project, the client must provide SOLID answers to the following questions.
Not all the following questions will apply to your project, but please answer the questions that do.*

FOCUS

Type of Project _____

When do you need the project delivered? _____

Do you have any specific design guidelines for the project? (e.g., colors, photos, graphics) _____

Who is your target audience? _____

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

What response do you want from the audience? _____

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

How many copies will you need? _____ Will you need to have photographs taken? _____

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

Does project require special packaging or shrinkwrapping? _____

To help us learn about your area, tell us what is going on that is exciting or interesting (feel free to brag).

FINANCING

Who is paying for the project? _____ What is the budget range? _____

STORAGE/DISTRIBUTION

How do you plan to get the project to your audience? _____

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

Will mailing be involved? _____ Who will mail the product? _____

Any special postal or postage requirements _____

(more on back)

CLIENT AGREEMENT

1. *When a client requests Creative Services to design a project, we request the client rely on our expertise to provide a professional-quality product.*
2. *Creative Services schedules ample time for a job to be completed. To stay on track with our other commitments, it is imperative that you work with us to keep your project on the schedule we set in the beginning. We will provide this schedule to you in writing.*
3. *All text, photos, graphics, etc. are to be approved for use by all the appropriate personnel BEFORE being turned over to Creative Services. Photos, text files and graphics must be in appropriate formats and of adequate resolutions, as determined by Creative Services.*
4. *Work will not begin on a project until Creative Services receives ALL materials necessary to complete the job. That is when the time frame for design to delivery begins. A rough time estimate for a typical project; five to 10 business days to create concepts, five business days from presentation to getting necessary approvals, five business days to incorporate changes, and 10 business days to print. We must allow more time for larger projects or campaigns, or when many people are involved in the approval process. Also, changes made once a project goes to press take extra time and are costly.*
5. *If materials are received after the date agreed upon, the delivery deadline may be pushed back to compensate. If Creative Services' schedule is too tight to push the deadline back, we reserve the right to find a freelance designer to complete the job under our supervision or withdraw our services from the project.*
6. *Extensive changes, a change in direction, or having many people involved in the approval process can add considerable time to the project. If the client insists on extensive design changes requiring more time than the schedule can accommodate, and we cannot come to an acceptable compromise, we reserve the right to withdraw our services from the project.*
7. *While Creative Services will proofread text and can assist in writing, it is also the client's responsibility to proofread text for accuracy at the comp stage. The client will also be given the opportunity to see and approve the printer's proofs.*
8. *We reserve the right to meet with the chief decision maker for the project initially, and later to present concepts.*

Signature of Person Giving Final Approval

1st Comp Approval _____

2nd Comp Approval (if necessary) _____

Final Approval _____

Press Approval (if necessary) _____