

URMC PR Design Team Creative Brief

Name of Project: _____

Department Project is for: _____

Requester's Name: _____ Department: _____

Email Address: _____ Phone: _____

☐ I would like an estimate for creative services emailed to me.

Additional stakeholders (people who will be reviewing and/or approving creative):

Brief description of project and the event/program it is supporting (if applicable):

Intended audience:

Content that will be provided to the designer:

☐ **Copy/Text** (Person responsible for providing it: _____)

☐ **Photos/Logos/Artwork** (Person responsible for providing it: _____)

☐ **Other:** _____ (Person responsible for providing it: _____)

TYPE OF MATERIAL	SPECS (SIZE, FORMAT, ETC)	QUANTITY	REQUESTED DEADLINE
Poster			
Postcard			
Brochure			

