

Creative Brief

Please be prepared to answer these questions when you meet with your designer.

Get with Creative Services as early as possible, even if it's just to give us a heads up that your event or publication is on the horizon. It will help us to schedule our time to better serve you. Thanks!

Name: _____ First M.I. Last
Phone #: _____ Email: _____

Event or Publication Name: _____ ☐ New ☐ Recurring

Event Date: _____ Event Start and End Time (if known): _____

Event Location (if known): _____

Who is allowed to attend? ☐ Students ☐ Employees ☐ Anyone

Is a RSVP Needed? ☐ Yes ☐ No (Drop-In Event) Do participants need to be there the entire time? ☐ Yes ☐ No

Who is the contact person for more information: ☐ Same as above OR Name: _____

Contact Phone: _____ and/or Email: _____

Who is the primary audience you're trying to reach? (Students, Sub-Group of Students, Employees, Community, Prospective Students, etc.) _____

What date do you need to advertise your event (Standard is two weeks before the event): _____

How many printed publications do you think you'll need? _____ ☐ I Don't Know

Publicity Do you think you'll want external publicity (press releases, etc.): _____

Are you willing to be a guest on radio or TV? ☐ Yes ☐ No

Notes

If you have a specific design idea or general feel that you'd like us to work towards, please gather images before our first meeting.