CREATIVE SERVICES CLIENT CHECKLIST

Creative/graphic design includes planning, analysis, and creation of visual solutions to communications problems. Creative projects can include but are not limited to brochures, annual reports, posters, presentations, web pages, packaging, signs, banners, and much more. A designer works closely with the copywriters and printers throughout the production process.

The following is a reminder and checklist to help you follow the process set forth in the marketing protocol guide.

1) FILLING OUT A CREATIVE BRIEF
   When your project is approved by a dean/supervisor and appropriate Marketing Director, the Project Coordinator (Holly Sanders) will help you develop a Creative Brief for the projects. A PDF and Word document of the Creative Brief may be accessed online at: http://nzr.mvnu.edu/dept/createserv/

2) ONLINE/WEB NEEDS
   If you need information to appear online in regard to your project, please contact Carlos Serrao as soon as you fill out a Creative Brief.

3) NOTIFICATION OF TASK SCHEDULES
   You will be sent an e-mail with the project schedule and final delivery date of your project typically within 7 days after submitting your Creative Brief. Depending on the project, you may also be sent an estimated cost of production for your approval.

4) DEVELOPMENT OF COPY
   Please take note of your copy (text) deadline on the project schedule. If you are providing text, it will be your responsibility to get it to Carrie Crouch no later than 2 working days prior to that deadline in order to give her time to edit it. If you need assistance in writing text, please make arrangements to get together with Carrie as soon as you have a schedule for your project. Preferred format for submitting text is in a Word document, Times New Roman font, size 12.

5) REVIEWING AND APPROVAL OF DESIGN
   Project sponsor will review/change/approve design proof. Communications staff will read/edit design proof. Any appropriate changes will be made at this time.

6) PRINTING AND DELIVERY
   Final product will be printed and delivered to project sponsor by planned delivery date.

7) OFF-CAMPUS MAILING
   Please remember that the Marketing Department is not responsible for the scheduling of your off-campus mailings. The project sponsor needs to contact Printing and Mailing to coordinate and schedule all off campus mailings.

Time Estimate for Creative Projects: (actual time may vary)
Printed projects (brochures, postcards, posters, large format prints, etc.): **6 weeks**
Ads, on-campus flyers: **4 weeks**