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|---|---|--|---------------------|
| Today's date | First draft due date* <i>see policy below</i> | Department name | |
| Requestor name | | Phone | Email |
| Supervisor name | | | |
| Has approved this project initiation (Please CC on email when submitting this form) | | RUSH (Rush fees of \$120/hour will apply) | |
| Type of service (Check all services needed) | | | |
| Design/Illustration | Media Management | Photography | Printing |
| Video | Web / Digital / Electronic | Writing/Editing | Other |
| Project name | | | |
| Is this an update to a previous project? | | Working with someone in Marketing or Internal Communications? | |
| No | Yes / Previous job name and/or number: | No | Yes / If yes, Who?: |
| Photo/video event After hours or weekend requests incur a \$400 minimum fee. Any requests over 4 hours incur an additional charge of \$150/hour | | | |
| Date of event | Time | Location | |
| Project description | | | |

Describe the business need for this project

What are the 'must haves'?

Specific copy points or subjects for photography are examples of things we'd like to know up front. On the flip side, understanding what's flexible or optional to you is just as helpful to us.

Describe your target audience.

What is the desired action you want your audience to take?

Do you need your audience to call a number for information, register online for something, email an RSVP? Your piece should include a specific call to action.

Will the piece be printed, electronic communication or both? printed Quantity: electronic

Final due date* *see policy below*

Deliver to:

Location:

Mandatory field


Chartfield Number:

Do you need an estimate?

No

Yes

What is your budget?

 ***Due Date Policy:** Three week turn-around time required for first drafts of projects. A \$120 /hour rush fee will be charged for expedited turn-around. Writing, video and photography projects scheduled based on availability.

Submit this form and supporting files less than 2 MB in size to your Creative Communications account manager, or to creative@wakehealth.edu. Approval from supervisor is required to begin work on any project. Please CC supervisor when submitting this form. For files larger than 2MB, use the Generic File Upload form on FileConnect at fileconnect.wakehealth.edu/WebInterface/login.html.

To place **research poster** orders, go to fileconnect.wakehealth.edu/WebInterface/login.html. To place **business card** orders, go to wfbmc.nowdocs.com.