

Today's date: Fund/Department/Account --

Name of job

Job #

Editing & Design Editing only ☐ Writing only ☐

Writing & Design ☐ Design only ☐

This job: ☐ New ☐ Complete revision of an existing item

Proof due / / Delivery due / /

End date

Quantity

Budgeted dollars

Cost approach ☐ Bronze ☐ Silver ☐ Platinum

If coordinating with other deadlines, please describe

If the design, colors, or copy of this job need to complement other pieces, please describe

Account Director :

Client name, department, phone number :

Purpose: ☐ Persuade ☐ Inform ☐ Educate ☐ Create awareness

Description of project

We need you to:

We will:

What do you want the reader/user to do with the information presented?

How is this piece going to be used?

What is the selling proposition/single feature that will persuade people to act as we wish?

How do we want the reader/user to feel? One or two words is fine.

Key Messages (important even if copy is provided)

Describe geographics, psychographics, demographics, that are appropriate.

What is competing for the audience's attention?

Is there an official call to action? ☐ Yes ☐ No

If yes, what is it?

Which of the following are primary audiences (1) or secondary audiences (2)?

- | | |
|--|--|
| ☐ UVI Students | ☐ Potential donors |
| ☐ UVI Staff | ☐ Alumni |
| ☐ UVI Faculty | ☐ Research scientists |
| ☐ UVI Trustees | ☐ Federal agencies |
| ☐ V.I. government/legislators | ☐ Print & Broadcast Media |
| ☐ Community partners | ☐ Potential students |
| ☐ General public | ☐ Other |
-

UVI logo required? ☐ Yes ☐ No

Address required? ☐ Yes ☐ No

UVI name required? ☐ Yes ☐ No

Web address required? ☐ Yes ☐ No

Describe any mandates for copy, font size, other logos, etc

Suggested size (note vertical or horizontal orientation if applicable)

☐ One color ☐ Two color ☐ Four color

List languages to be included

Additional instructions or information (grommets, perforation, mounting, pockets, etc.)

Business reply envelope required? ☐ Yes ☐ No

Distribution

☐ Express mail CD to UVI ☐ electronic proof (PDF file) ☐ Other
☐ Mailed in envelope ☐ Self-mailer ☐ Not mailed

If mailing permit/indicia required, please indicate:

Deliver samples to

Send invoice to: