

**Project Intake Form**

*Use to initiate all MSM creative services projects*

Send to [epayne@msm.edu](mailto:epayne@msm.edu) and [rnuman@msm.edu](mailto:rnuman@msm.edu) for review.

|  |  |
| --- | --- |
| Project name |  |
| Project Lead |  |
| Date Initiated |  |
| Finished Product Required |  |
| Internal Client |  |

**Description: (Incl. all elements):**

**Objective:**

**Target Audience(s):**

**Theme/Tone:**

**Call to Action:**

**Goals:**

**Format (include specs if fixed):**

**For fixed website banners:**

**Requirements (check all applicable):**

|  |  |
| --- | --- |
| Copy | TM & Copyrights |
| Digital renderings | Video |
| Brand assets (logo, Tagline) | Printing |
| Legal Copy | Letter Shop |

**Timeline (desired dates)**

Date \_\_\_\_\_\_\_\_\_initial creative review of rough pencil sketch ideas.   
Date \_\_\_\_\_\_\_\_\_ approved copy to designer  
Date \_\_\_\_\_\_\_\_\_review revised creative. Half size, with color, hand or computer created.   
Date \_\_\_\_\_\_\_\_\_final internal creative presentation. Same finish as previous round. Secure all required approvals  
Date \_\_\_\_\_\_\_\_\_client creative & media presentation. Full size, full color. Hand or computer created.  
Date \_\_\_\_\_\_\_\_\_[digital, print, video, other] final material delivered to broadcaster / publishers.

**CREATIVE SERVICES**

REQUIRED APPROVAL(S)

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\_\_\_\_\_\_\_\_\_\_ MarComm Manager/Initiator

\_\_\_\_\_\_\_\_\_\_ Management

\_\_\_\_\_\_\_\_\_\_ Legal

\_\_\_\_\_\_\_\_\_ MSM Client (Internal)

\_\_\_\_\_\_\_\_\_ Partner/Sponsor

Creative Services Procedures

1. Complete form to open the job
2. Provide thorough creative direction to designer, writer, producer
3. Agree on timelines for initial design/layout, edits, # of edits, copy deadline, legal review, mgmt approval, print, pre & post production for video. All projects should be initiated with realistic production timelines.
4. Store brief with traffic folder & in N Drive - Creative Services Job tracking folder & ledger
5. 1st review - design/layout selection - multiple options should be presented. Images are FPO. Greek copy
6. 2nd review – final design & layout with titles, subtitles. Lo-res
7. Finalize copy & provide to vendor for incorporation into layout
8. 3rd review - route internally & externally as needed & secure initialed sign offs. Hi-res
9. 4th review &.approval. Release to production.
10. Production approval. Press check. Color, Quality, Sound