

**PROJECT INITIATION FORM**

The Publications team will review your request and set up a meeting to discuss your needs. Our review process may include determining the scope of the project, evaluating your proposed timeline and how it fits with our schedule, assessing whether your project might be published online as well as (or instead of) in print, etc.

It is a good idea to fill out a PIF as early as possible. The Publications team will have to integrate your project into the general workflow of the team, so the more lead time you can provide, the better. A good rule of thumb is to initiate the project at least three months before the date you need the final product.

TO SAVE THIS FORM: First, click "File" and then "Save As" to save this document to your computer. Then, fill out the form either electronically or by printing and completing it by hand.

\_\_\_\_\_  
Name Date of Request

\_\_\_\_\_  
Department Phone E-mail

WEB OR ELECTRONICALLY DISTRIBUTED PROJECT  PRINT PROJECT

Name and a brief description of the project (such as a brochure, mailer, newsletter, logo, etc.), including how it will be distributed. If this is a print project, do you have ideas about the form the finished product should take? (physically, not design-wise: e.g., a small tri-fold mailer, an 8.5 x 11 booklet, color v. black & white, etc.)

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Is this a new project or a redesign of an existing product? If a redesign, please attach a copy of the previous piece.

NEW PROJECT  REDESIGN

When is the event or when does the final product need to be delivered in its finished form? \_\_\_\_\_

Do you have content/material ready? If not, do you have an estimated timeframe for gathering content?

TEXT  PHOTOS  MAILING LIST  OTHER \_\_\_\_\_

Total quantity? \_\_\_\_\_ Special instructions (wafer seal, self mailer, etc.) \_\_\_\_\_

What is your budget for this project? \_\_\_\_\_ What is your cost center code? \_\_\_\_\_

How long will the shelf life be? Will it have to be re-done yearly, biannually, etc.? \_\_\_\_\_

Who is your intended audience? \_\_\_\_\_

Is this item part of a larger project or series that will also require publication? (e.g., a brochure to promote an event which will also require registration forms and programs)

YES  NO  NA

Anything else you'd like us to know (e.g., design, photography needs etc. )

\_\_\_\_\_  
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Thank you for completing the Project Initiation Form. Please send it to our office at the e-mail or fax number below.

