BECKER COLLEGE

OFFICE OF MARKETING & STRATEGIC COMMUNICATIONS

WORK ORDER FORM

Please use this Work Order Form to submit requests to the Office of Marketing & Strategic Communications.
Please allow a *minimum of two weeks* prior to your requested deadline.

GENERAL INFORMATION

Name: _____ Department: _____

Email: _____

Phone (work): _____ Phone (cell – *optional*): _____

Date of order: _____ Specific calendar date final piece is needed: _____

Department account # to be charged for vendor services (e.g. printing, mailing – if applicable): _____

Name of Supervisor who has approved moving forward with project: _____

PROJECT INFORMATION

Please answer all applicable questions below to the best of your ability:

- Which best describes this project? (Check all that apply.)

❑ New design
❑ Re-design of a pre-existing piece
(Please provide a sample of the original piece.)
❑ Content revision to a pre-existing piece
(Please provide a sample of the original piece.)
❑ Exact reprint of a pre-exisiting piece
(Please provide a sample of the original piece.)

❑ Brochure/flyer
❑ Viewbook
❑ Graphics for merchandise
❑ Fact sheet/form
❑ Certificate/plaque
❑ Program
❑ Invitation/Save-the-Date card

❑ Postcard
❑ Poster
❑ Newsletter
❑ E-communication
❑ Print advertisement
❑ Photography
❑ Banner/display

❑ Marketing consultation
❑ Other _____

Note: If a "new design" is requested, please be prepared to provide samples of existing collateral to illustrate your ideas.

- Which service(s) is needed?

❑ Consultation ❑ Writing ❑ Editing ❑ Graphic Design ❑ Photography ❑ Illustration

- If "Graphic Design," which of the following will you provide?

❑ Text (subject to editing by marketing) ❑ Photography ❑ Other _____

- Purpose of piece: _____
- Audience for piece: _____
- If photography will be used, is there existing photography available? ❑ Yes ❑ No ❑ I don't know
- Please specify the names of individuals who are required to review/proof prepared materials: _____

_____

- Do you have a budget for this job? ❑ Yes ❑ No If "yes," the amount is: _____

FOR OFFICE USE ONLY

Size: Flat _____ Folded _____ ❑ One-sided ❑ Two-sided

Paper stock: Brand, finish (e.g. glossy, uncoated, etc.), weight (e.g. 80# text, 100# cover, etc.) _____

Quantity: _____ Colors: ❑ Black & white ❑ Color (___ offset ___ digital)

Will mailing services be required? ❑ Yes ❑ No If yes, will production of an envelope be required? ❑ Yes ❑ No

If electronic art is needed, which format? ❑ pdf ❑ jpg ❑ tif ❑ eps ❑ other Required resolution? _____ dpi