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| **PROJECT OVERVIEW** |
| Brief Date (Date Requested) | *(MM/DD/YYYY)* |
| Requested By/POC | *(First Name, Last Name, Email)* |
| Project/Task/Assignment Name  |  |
| Contract Name | *(e.g., NIMH, NIDA, TCRB, Corporate/BD)* |
| Project Code | *(######.####)* |
| Hours Allotted (if applicable) |  |
| Type of Product/Graphic | *(Logo, Event Signage, Name Badge, Web Banner, Infographic, Proposal Cover, Brochure/Magazine, Agenda/Program, Invitation/Flyer, Animation/Video/GIF, other)* |
| Production Style  | *(Print/Web/Both)* |
| Product Specs. | *(i.e., Dimensions)* |
| Delivery Date(s) | *When do you need the graphic/asset? Draft? Final?*  |
| Project Background |  |
| What is the assignment? Instructions?  | *What are the business objectives we need to achieve?**What problem(s) need to be solved?* *Who is the target audience? What do we know about them?* *What promise/key message do we want to relay? Why?* *What is the single most important idea we need to communicate?* *What are the key deliverables/outputs for this project/task?*  |
| Are there any mandatory elements?  | *(e.g., logos, fonts, colors, messages, photos, images, illustrations, style)* |
| Are there any other notable considerations? Things to avoid?  |  |
| Are there any additional notes or points of reference or inspiration? |  |

Please Save this form and submit as an attachment to the Bizzell Communications and Graphic Design Request Form:

<https://thebizzellgroup.com/communications-and-graphic-design-request-form/>

**\*\*\*\*\*This section to be completed by Bizzell Communications Department\*\*\*\*\***

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| **PROJECT TEAM**  |
| **Assigned Role/Title** | **Name/POC** |
| Project Lead/Manager |  |
| Communications/Creative Team Lead |  |
| Designer |  |

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| **Task (\*Denotes client deliverable)** | **Milestone Date** |
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