

Graphics Project Information Sheet

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Proposed Piece: _____

(eg. Flyer, Brochure, Poster, Ad) _____

Budget:

(How much have you allotted for the production of this piece.
What is the maximum that can be spent on it?)

Deadline:

(Date Needed by)

Quantity:

(Number of pieces needed)

Point Person:

(Who will be working with
graphics to ensure the project meets your needs?)

Content:

(How will written content be provided?)

Target Audience:

(To whom is the information directed to? eg. Rehab professionals, students, general public. What geographic area?)

Distribution:

(How and where will the piece be distributed? eg. Mail, in display holders, posted, trade shows?)

Shelf Life:

(How many months/years will the piece be serving the target audience. When do you anticipate updates will need to be made to the piece?)

Preferences:

(Type of paper, Colors used or any special request that you have for the project).