SAIC School of the Art Institute of Chicago | Communications

JOB REQUEST

PROJECT TITLE

Manager/Phone number

Department or Program

Account number to be charged **(13-digits)**

Quantity

Size(s)

Budget $

Department Head approval

Marketing and Graphics Executive Director approval

Delivery instructions, including mailhouse specifics:

DUE DATE

TIMING

Today's date

Associated event date

To activate a job request, please send completed form, all copy in a Microsoft Word document, and images to Julie Davis, Marketing Assistant (jdavis8@saic.edu) or drop off in person at the Sullivan Center, suite 1205, cubicle G5.

Please provide previously printed materials or examples if applicable. ***Design and production cannot begin until all materials are submitted.***

Please note that we reserve the right to edit according to SAIC style.

QUESTIONS? Please call Julie Davis at 629.6136.

MARKETING AND GRAPHICS PRODUCTION SCHEDULE

Check items requested.

___ Digital sign **	2 weeks
___ Signs for programs/events	2 weeks
___ Poster (printed in house)	2 weeks
___ Presentation materials (Keynote or Powerpoint templates)	2 weeks
___ Reprinting of a project	3 weeks
___ Forms	3 weeks
___ Postcards	3 weeks
___ Invitations	3 weeks
___ Advertisement (existing campaign) **	3 weeks
___ Business cards **	4 weeks
___ Brochures	5 weeks
___ Newsletters	5 weeks
___ Pocket folders	6 weeks
___ Catalogue/booklet	9 weeks
___ Poster (printed out of house)	9 weeks
___ Press releases **	12 weeks
___ Suite of materials/new campaigns **	12 weeks
___ Other _____	TBD

WEB AND eCOMMUNICATION PRODUCTION SCHEDULE **

Check items requested.

___ Public/Portal Calendar Posting	2 days
___ URL alias request	2 days
___ Social media site posting	3 days
___ E-mail alias request	3 days
___ Web/Portal content update	3 days
___ HTML e-News Send (final content required) *	3 days
___ HTML e-Vite (final content required, text with one image)	3 days
___ Social media site creation	4 days
___ Online gallery/profile *	5 days
___ Group/project Webspace ftp access set up	5 days
___ Online form (html, pdf) *	1 week
___ HTML e-Vite Template	1 week
___ Web/Portal new content (with final content) *	2 weeks
___ HTML e-News Template (with content)	2 weeks
___ Group/project Blog template and set up (with content) *	3 weeks
___ Micro-site design/development (with final content) *	6 weeks

** Production schedule can vary depending on the complexity and scale of the project.*

***** Please see other side for advertisements, press releases, web updates, e-mail campaigns, digital sign posting dates, and business cards***

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DETAILED INSTRUCTIONS (IF NECESSARY)

ADDITIONAL SPECIFICATIONS

__ **Advertising**

__ Print Ad: Publication:_____ Size:_____

__ Web Ad Location:_____ Size: _____

Click through to:_____

__ **Business Cards**

__ Number of boxes at 500 per box. Submit personal information online at: **www.saic.edu/bizcard**

__ **Digital campus signage**

start date:_____end date:_____

__ **E-mail**

__ e-Newsletter audience segments:_____

__ e-Vite audience segments:_____

__ E-mail address alias:_____@saic.edu

__ e-mail banner __ e-list/group addition

__ **Press Release**

__ Complimentary images / video / audio

__ Listing: Specify:_____

__ Name of publication or outlet to pitch:_____

__ **Web** (*Note:* For updates to existing content, please submit to: **onlineupdates@saic-media.net**

__ Public site content addition / update __ Portal/internal content addition / update

URL:_____ Location:_____

__ Micro-site/Landing page __ Blog (template+ set up)

__ News/announcement posting (rss) __ Online gallery / profile

__ Online form: __ Fillable pdf __ Social media site posting: __ Facebook __ Twitter

__ html __ Flickr __ YouTube

__ Webpage/site alias desired url: www.saic.edu/_____

__ **Other, please describe:**

_____