

Project Title**Department:****Contact Information:****Name:****Phone:****Email:****Alternative Contact:****Project Overview****Marketing Materials**

List the materials required

Item	Size	Quantity
e.g. Pull-up Banner	2.1 x 1.3 m	2

Desired Look and Feel

Describe the desired style

NWU PROJECT REQUEST BRIEF

Campaign Message

If the content is more than can fit in the below space it can be sent in a separate email to design-ontwerp@nwu.ac.za

Image Requirements

List needed imagery and sources

Graphics:

Photography:

Multimedia:

Schedule

Projected Timeline:

Important Dates / Deadlines:

Other

Include any other critical information

Client note: Maximum revisions on request will be capped at 3, please ensure all roleplayers are involved in the decision making when finalising. All designs must adhere to the prescribed CID requirements before production and final approval will lie with Department: Marketing and Student Recruitment.