

Creative Services Request Guidelines

Effective June 2016

Please submit *all requests for creative services* to marketing@donnelly.edu. Creative services include:

- Graphic design
- Photography
- Website changes
- Submission of slides for first floor TV's
- Submissions to The Weekly
- Other departmental needs

Your request will in many cases require additional conversations. Marketing team members will be in touch for additional information if necessary, this is simply a way to get it on our radar so our team can work together well in producing and managing projects.

The following are examples of projects or services that will require an email, and some suggestions of helpful information that should appear in the email—

Graphic design projects or updates

- Description of project or update
- Who is the intended audience?
- What is the intended purpose?
- How will this piece be produced and distributed (professional print, in-house print, mail, web, email)?
- When you need this project completed
- Please include any necessary attachments

Photography requests or opportunities

- Description of event
- Start time and end time
- Location
- If you have any specific photo opportunities we should try to capture

Website suggestions, requests or changes

- Description of suggestion, request or change
- When you need this project completed
- URL addresses that should be addressed
- Please include any necessary attachments

Submissions for the first floor hallway monitors

- Submit a completed PowerPoint slide with your content

Submissions for The Weekly, or announcements for other campus happenings or personal achievements that may require wider publicity

- Description of submission
- URL addresses or any necessary attachments