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**MARKETING & COMMUNICATION**

**NEW CAMPAIGN/JOB/GRAPHIC DESIGN REQUEST FORM**

*Please fill out this form in its entirety. In order for the College of Fine Arts marketing and communications committee to review this, all portions of the job request form should be completed. If you have a specific question about the form, please contact your unit’s committee member and Heather Hughston (h.hughston@tcu.edu).*

**Today’s date:**

**Project title:**

**Due date:**

**Background Information**

**Please provide detailed information about your project request** (State the background. What is the pertinent history and context of this project?)**:**

**What vehicles for marketing and communications have you used in the past?** (If this is an event, how have you promoted it in the past? What was the cost of these marketing and communications efforts?):

**What is your goal? Please identify primary and secondary goals from the list below.**

* Position the College of Fine Arts as a leader in arts education and performance, known for quality and excellence
* Position the College of Fine Arts faculty as thought and performance leaders in their respective fields.
* Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as an integral part of a liberal arts education
* Support recruiting efforts to attract the best and the brightest as well as diverse students
* Elevate the distinctive educational experiences at TCU and the DFW metroplex
* Stimulate favorable critical reception of performance scholarship and creative activity
* Build robust audience profile comparable with that of other national university fine arts programs

**Who is your audience?**

**What is the main message you want to convey to your audience** (i.e. what do you want them to do)**?**

**What deliverables do you need produced at the end of this project?** (Please note, these may change depending on the assessment of Marketing and Communication.)

Ad Brochure Poster Postcard Publication Invitation Other

**If “Ad” is checked, please indicate if it is print or digital:**

**If “Other” is checked, please describe:**

**Color:**

Color Black and white

**Size:**

**Quantity:**

**Budget:**

*If you are unsure of the budget you are allocated, please talk to your chair/director and your MKC committee member. The committee will be unable to review this form until this is complete.*

**Are there any logos required on this piece?**

*Please note all materials produced by Marketing & Communication must include the TCU logo.*

Yes (please attach photos) No

**Creative assets** (*Please comment on known or needed photography for this project.):*

**Will this piece be mailed?**

Yes No

**If yes, who will mail this piece?**

TCU Mailing Services Printer Other

**If yes, how will this piece mail?**

Stamp Indicia Metered

**Delivery information** (provide contact name, extension and office location)**:**

**Additional information:**

**Review & Approval**

**Please list everyone who will need to review and approve this project:**

**Do you have examples for design reference or inspiration?**

Yes (please attach) No