



BECKER COLLEGE

OFFICE OF MARKETING & STRATEGIC COMMUNICATIONS

WORK ORDER FORM

Please use this Work Order Form to submit requests to the Office of Marketing & Strategic Communications.
Please allow a *minimum of two weeks* prior to your requested deadline.

GENERAL INFORMATION

Name: _____ Department: _____
 Email: _____
 Phone (work): _____ Phone (cell – optional): _____
 Date of order: _____ Specific calendar date final piece is needed: _____
 Department account # to be charged for vendor services (e.g. printing, mailing – if applicable): _____
 Name of Supervisor who has approved moving forward with project: _____

PROJECT INFORMATION

Please answer all applicable questions below to the best of your ability:

• Which best describes this project? (Check all that apply.)

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> New design | <input type="checkbox"/> Brochure/flyer | <input type="checkbox"/> Postcard | <input type="checkbox"/> Marketing consultation |
| <input type="checkbox"/> Re-design of a pre-existing piece
(Please provide a sample of the original piece.) | <input type="checkbox"/> Viewbook | <input type="checkbox"/> Poster | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Content revision to a pre-existing piece
(Please provide a sample of the original piece.) | <input type="checkbox"/> Graphics for merchandise | <input type="checkbox"/> Newsletter | _____ |
| <input type="checkbox"/> Exact reprint of a pre-existing piece
(Please provide a sample of the original piece.) | <input type="checkbox"/> Fact sheet/form | <input type="checkbox"/> E-communication | _____ |
| | <input type="checkbox"/> Certificate/plaque | <input type="checkbox"/> Print advertisement | _____ |
| | <input type="checkbox"/> Program | <input type="checkbox"/> Photography | _____ |
| | <input type="checkbox"/> Invitation/Save-the-Date card | <input type="checkbox"/> Banner/display | _____ |

Note: If a "new design" is requested, please be prepared to provide samples of existing collateral to illustrate your ideas.

- Which service(s) is needed?
 Consultation Writing Editing Graphic Design Photography Illustration
- If "Graphic Design," which of the following will you provide?
 Text (subject to editing by marketing) Photography Other _____
- Purpose of piece: _____
- Audience for piece: _____
- If photography will be used, is there existing photography available? Yes No I don't know
- Please specify the names of individuals who are required to review/proof prepared materials: _____
- Do you have a budget for this job? Yes No If "yes," the amount is: _____

FOR OFFICE USE ONLY

Size: Flat _____ Folded _____ One-sided Two-sided
 Paper stock: Brand, finish (e.g. glossy, uncoated, etc.), weight (e.g. 80# text, 100# cover, etc.) _____
 Quantity: _____ Colors: Black & white Color (___ offset ___ digital)
 Will mailing services be required? Yes No If yes, will production of an envelope be required? Yes No
 If electronic art is needed, which format? pdf jpg tif eps other Required resolution? _____ dpi

