NWU PROJECT REQUEST BRIEF

More info on how to complete the briefing document on page 3.

Project Title:

Requested by (Department):

Contact Person:

Name: **Email:**

Phone: **Alternative Contact:**

Marketing Materials requested:

Select all the relevant items: **(width x height)**

Website and Email (px)

- ☐ Web main banner (homepage) 1998x408
- ☐ Events / Faculty webbanner 1140x338
- ☐ Comms banner 525x188
- ☐ eFundi banner 2214x902
- ☐ Email banner 567x113
- ☐ CRM banner 1024x188
- ☐ Other: _____

Social Media (px)

- ☐ Social post (square) 1080x1080
- ☐ Social post/stories (portrait) 1080x1920
- ☐ Social post (landscape) 1350x1080
- ☐ Social post (link image) 1200x630
- ☐ IG post (landscape) 1080x566
- ☐ IG post (portrait) 1080x1350
- ☐ Linkedin cover 1584x396
- ☐ Linkedin post (landscape) 1200x627
- ☐ Other: _____

Branding (mm) Supply brandable area size below. *Eg logo on notebook.*

- ☐ Portrait: _____
- ☐ Landscape: _____
- ☐ Other: _____

Outdoor media (mm) Sizes may differ, please supply supplier template.

- ☐ Pull up banner 850x2000
- ☐ Wallbanner 3000x2250
- ☐ Gazebo 3000x3000
- ☐ Pop up banner / A-frame banner (landscape)
- ☐ Pop up banner / A-frame banner (portrait)
- ☐ Flying banner / Teardrop banner
- ☐ Feather banner / Telescopic banner
- ☐ Wing banner / Sharkfin banner
- ☐ Bunting flags 300x300
- ☐ Table cloths
- ☐ Inflatables
- ☐ Other: _____

☐ Print ☐ Electronic (mm) Indicate all relevant options.

☐ A5 (landscape)	☐ A5 (portrait)
☐ A4 (landscape)	☐ A4 (portrait)
☐ A3 (landscape)	☐ A3 (portrait)
☐ A2 (landscape)	☐ A2 (portrait)
☐ A1 (landscape)	☐ A1 (portrait)

Single sided ☐ Double sided ☐ Booklet ☐

- ☐ DL leaflet (A4 trifold to DL)
- ☐ Other: _____

Quantity: *Please specify quantity to be printed / produced.*

_____

NWU PROJECT REQUEST BRIEF

Campaign Message / Content

Please supply all content in an attached Word file or in the email body together with the completed briefing document. Where more than one item are requested, please specify the next title followed by the content.

Project Overview

Desired Look and Feel

Describe the desired style, theme to be used.

Image Requirements

List needed imagery and sources

☐ Images supplied by client Relevant photos, links, or other media to be used (attached or link):

_____

☐ Images supplied or sourced by Marketing and Student Recruitment

☐ Graphics ☐ Photography ☐ Multimedia

Logo(s) to be used: _____

Schedule

Artwork draft deadline: **Final artwork deadline:**

Campaign start date: **Event date:**

Other

Include any other critical information

Submit request

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

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How to Complete the Briefing Document

Please use the guidelines below to assist you in completing each section of the creative project briefing document accurately and effectively. This will ensure we can deliver the best results for your project.

1. Project Title

Provide the name of your project. This should be a concise and clear title that reflects the nature of the project.

Example: *Library Fun Day Poster*

2. Department

Indicate the department, faculty, or team at NWU that the request originates from.

Example: *Education Department*

3. Contact Person

Please supply the main contact person's details for this project, including:

- Full Name
- Alternative Contact Person (if the primary contact is unavailable)
- Telephone Number
- Email Address

4. Marketing Material Required

Specify the marketing materials you require by selecting the relevant item(s) / sizes:

- **Electronic / Print, or both**
- **Quantity** (e.g., 10 printed copies, 2 tablecloths)

Example: *A3 portrait poster - 10 printed copies*

5. Campaign Message

Supply all content, clearly stating the key message and call to action that the campaign or material should communicate.

Example: *NWU logo, colourful, fun day image.*

Join our Fun Day and win exciting prizes!

Date: Time: Venue:

Click here to register! (supply link)

6. Project Overview

Describe what the project is about, to provide enough context to understand the purpose of the request.

Example: *We are developing a promotional poster to invite students to our annual fun day.*

7. Desired Look and Feel

Describe the visual tone or mood you would like the design to reflect. Use descriptive words such as: Formal, professional, vibrant, fun, modern, academic, youth-friendly, etc.

Example: *Bright colours, cheerful, family-friendly atmosphere.*

8. Image Requirements

Indicate your requirements for imagery or visual elements by answering the following:

- **Graphics** - Do you need illustrations, icons, or logos?
- **Photography** - Do you need real-life photos?
- **Multimedia** - Do you require any video or animation components?

9. Schedule

Please provide your timeline expectations, including:

- **Artwork deadline** - Final artwork required. (calculate production time if it needs to be printed or produced now.)
- **Campaign start** - When should the campaign begin?
- **Event Date(s)** - Include all event dates.

Example: *Artwork start on 5 March and be finalised by 10 March. Production received by 30 March / Digital campaign start 12 March. Event takes place 10 April.*

10. Additional Notes

Use this section to include any additional instructions, design requirements, or special considerations.

Example: *Ensure NWU logo appears at the bottom of all printed materials.*

IMPORTANT NOTE:

You may request up to **three revisions** per project. To avoid unnecessary delays, please consult with your department or project team to ensure all details are final before submission.