

This document serves as the project agreement between the client and University Communications. Please notify us in writing if there will be a change to the original project agreement. University Communications reserves the right to adjust delivery timelines based on project agreement changes and current capacity.

Client: _____ Project Title: _____

Project Manager: _____ Final Deciders / Key Stakeholders: _____

COMMUNICATION SERVICES TO BE PROVIDED

(check all that apply)

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Video |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Photography | <input type="checkbox"/> Web Design |
| <input type="checkbox"/> Content Creation | <input type="checkbox"/> Social Media | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Content Editing/Proofing | <input type="checkbox"/> Strategy | |

PROJECT GOALS

TARGET AUDIENCE

DELIVERABLES & SPECS

DELIVERY TIMELINE

Note: deviations from the timeline will impact the deliverable final dates. Please ensure all content and approvals are received on time.

Initial content delivered to UComm: _____
Content review back to client for approval: _____
Final content approval to UComm: _____
Initial design/video direction to client: _____
Client feedback due: _____
1st comp to client: _____
Client revisions due: _____
2nd comp to client: _____
Client revisions due: _____
Final comp to client: _____
Client sign-off: _____
Final file to print/digital emailed: _____
Drop date: _____

LAUNCH PLAN

BUDGET & PAYMENT

(check all that apply)

- Client to initiate work order with P&R for printing estimate by _____
- Client to initiate work order with P&R for printing services by _____
- Client to work with client's printing vendor
- Client to provide Purchase Order with client's FAU number to UComm external vendor by _____