



Design Request Form

a. Date request submitted on (This must be at least 8 weeks prior to b)				b. Target delivery date (i.e. when material needed)			
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1. Contact details

a. Full name		b. Email	
c. Department		d. Tel no.	

2. Project details

a. Job name/Description					
b. Has this project been produced before? (Please note all items must conform to UCL brand guidelines. If you are using an old design format, your template will need to be modified to meet the guidelines)	Yes	No	c. If Yes (2b.), can you provide a PDF?	Yes	No
d. If Yes (2b.), do you want the design to follow the existing template?	Yes	No	e. If Yes (2b.), who has the artwork?	_____	

3. Project Description

a. Briefly describe this project (e.g. Is it part of a larger piece of work? What location is it likely to be used in? Is it tied to a particular event?)

b. Expected outcomes/Objective of project

4. Audience

a. **Internal** **External**

b. Briefly describe your audience/market (profession, age, location, ethnicity, nationality, user needs, etc.)

5. Project Copy /Editorial

a. Has copy been finalised/checked? <small>(e.g. CMA accuracy)</small>	Yes	No
b. Do you need us to review the copy?	Yes	No
c. Are you providing copy with this form?	Yes	No

6. How often does this activity occur?

Weekly	Monthly	Annually	Termly	One off	Other <small>(Please specify)</small> _____
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7. Imagery (If required)

a. Art/Illustration

Use existing

To be created

b. Photography

Use existing

From UCL Image Store

From SRM Media

Own*

External
(Please specify) _____

8. Additional notes

When you have completed the form please [click here](#) to email it to Student Recruitment Marketing (Media Team)

*Please note, if you are providing your own imagery for inclusion, it should be of a high enough quality to suit the medium in which it is to be used (e.g. 72dpi for online use, 300dpi for print use). Also, you must make sure that all appropriate permissions are sought from the photographer and/or any identifiable subject within the image (e.g. written permission from the subject for this specific use). Contact the SRM Media team if you need further clarification, see www.ucl.ac.uk/cam/activities/design-and-print-degree-programmes.