

Creative Brief Process Checklist

In order to ensure the production of effective communications materials, there are several steps that should be followed for each and every project. The following checklist is designed to make certain that, together, we create work that meets your needs, speaks to your target audience and helps unify the University of Maryland brand.

Step 1: Initial Considerations

Any project, even if it is an update to an existing item, must come to our department through the Creative Brief Form. The form is available on the Marketing Communications intranet page. Before completing this form, please consider the following:

- Who is your intended audience?
- What are you trying to say? Or, what is your key message?
- What is your overall goal?
- How will you be distributing your final project?
- Can this project be repurposed for future needs?

Keep in mind that the earlier you involve us in your project, the better we will be able to meet your needs.

Step 2: Submit Your Form

After completing Step 1, you should have a clear idea of the content required to complete your project. The following key pieces should be included (as needed) with submission of your form, along with any other supplemental pieces associated with your project.

- Text: Your text should be uploaded with your Creative Brief Form as a Word document. Please be sure all supplied text has been proofread for basic grammar and clarity of content. While Creative Communications will review and proof content—making any edits deemed necessary to align with brand standards and hospital tone/voice, etc.—you are ultimately responsible for the accuracy of the content in your project.
- Photography: Photos should be packaged together and uploaded with your form. They should be provided at 300 dpi (high resolution) and as JPG files. Upon review of supplied photography, we will note whether we need to discuss alternative solutions that may include a photo shoot or the use of archived or stock photos, to ensure that all work produced meets hospital/System brand and graphic standards.

Step 3: Marketing and Communications Form Review

The Marketing and Communications Department will review your submission carefully, noting your desired completion date, as well as evaluating the additional pieces that you provided with the information on your form. Please keep in mind our project hierarchy and production timeline in regard to your desired deadline. A team member will follow up either confirming your project has been placed on our schedule or notifying you of missing pieces.

Step 4: Drafts and Print Quotes

You will receive a draft of your project that shows the format and design we are recommending. Our team will work with you to be sure the project meets your needs and can move forward. Once the first draft is reviewed, we will begin the print quote process if your project requires printing.

Step 5: Project Completion

Our team will make the finishing touches and final proofs will be sent to you for approval. Upon your approval of the design and print quote (if applicable) we will move forward with the production stage of your project. Please consider turnaround time, production quality, budget and any other factors of importance to you when approving your print quote.

If you have any questions, please contact UM Capital's Marketing and Communications leads, Jania Matthews (janiamatthews@umm.edu or 240-603-5007) or Nikkie Perry (nikkie.perry@umm.edu- or 240-298-8776).