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| 23-YUIT-050 Template | WMJ To-Do |

# Template – new creative

**Title:** “Design V1”

**Dimensions:** 8.5wx11h” or 1080x1920

**Direction:** a few notes regarding the general idea behind the design. Where should the copy go? Are there specific design elements or themes you/the client want(s) incorporated? Any other notes from the client regarding the final product? Any important notes about the client that should be considered or themes that should be avoided when concepting the design?

**Copy:** for short-form items, you can include the copy in the text of the to-do. For long-form items you can say “attached” & attach a document w/ the copy.

**Images:** are there images that we need to use? If so, where do they live? Server? Zenfolio? Be specific.

**Art:** Any previously established designs that we should be following?Could also include any notes on design inspiration that you find. Brand guides? Reference numbers for existing jobs that are related / similar?

**TIMELINE** (build in time for copyediting & proofreading)

**Internal deadline:** Date that you/the AE/AC needs to see V1  
**Deadline to client for review:** Date that we need to send the client a version to review

**Deadline to printer/publish:** Date that the *final* product needs to be sent to the printer and/or to digital/media team

**ADDITIONAL HELPFUL INFO**

**Does the client need to see an estimate? If so, what is that deadline?**

**Has the printer & distribution team already been contacted?**

**Qty:** XXX

**Paper:** special paper?Esp important for high qty jobs. Different paper for cover vs. internal pages?

**Print/ink:** b&w; Black & 1-color Pantone; full-color?