**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12045&utm_source=template-word-true-form&utm_medium=content&utm_campaign=Blank+Simple+Creative+Request+Form-word-true-form-12045&lpa=Blank+Simple+Creative+Request+Form+word-true-form+12045)Simple Creative Request**

**Form Template**

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| --- | --- |
| **PROJECT TITLE** | Enter a short, descriptive name that easily identifies your project. |

REQUESTER INFORMATION

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | Provide your full name. | | |
| **DEPARTMENT** | Provide the name of your department. | | |
| **PHONE** | Enter your phone number. | **EMAIL** | Enter your email address. |

CREATIVE PROJECT DETAILS

|  |  |
| --- | --- |
| **PROJECT DESCRIPTION** | Describe what you need in a few sentences, including the purpose and any key details. |
| **OBJECTIVES** | State the goal of your project. What do you hope to accomplish? |
| **TARGET AUDIENCE** | Specify who the end-users or viewers of this project are. Who are you trying to reach? |
| **DELIVERABLES** | List all items you're requesting, such as specific designs, documents, or digital files. |
| **CREATIVE BRIEF** | Share any ideas, themes, or creative direction you have in mind to guide designers. |

|  |  |
| --- | --- |
| **DEADLINE** | Indicate the final date by which you need the project completed. |

|  |  |
| --- | --- |
| **BUDGET** | If known, provide an estimated budget for the project to help manage expectations. |

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| --- | --- |
| **APPROVAL PROCESS** | Note who will review and approve the work, including any steps for revision or feedback. |

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