# **University of Leeds briefing tool for commissioning work from the supplier framework.**

Please visit the [The Creative, Design and Video Supplier Framework overview](https://comms.leeds.ac.uk/creative-design-and-video/) page for information regarding the Supplier Framework and the commissioning process.

|  |  |
| --- | --- |
| **Project Information** |  |
| **Project Name** |  |
| **Faculty/school/institution or service** |  |
| **Budget** (Please include VAT)  Please specify your maximum budget, or a range. If left blank, Comms Production will come back to you to discuss further.  *Please view the ‘*[*Getting quotes and choosing a supplier*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) *’ page for threshold information. If your project is over the threshold listed, please allow time in your schedule for the tender process documented in the ‘*[*How to go out to tender page’*](https://comms.leeds.ac.uk/creative-design-and-video/how-to-tender/)*.* |  |

|  |  |
| --- | --- |
| **Key Contacts** |  |
| **Commissioner (your name)** |  |
| **Job Title** |  |
| **Email** |  |
| **Phone Number (optional)** |  |
| **Other Information** |  |

|  |  |
| --- | --- |
| **Responsibilities during project** |  |
| **Person to inform supplier of appointment** |  |
| **Supplier appointment date**  *Please view the ‘*[*Getting quotes and choosing a supplier*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) *’ page for threshold information. If your project is over the threshold listed, please allow time in your schedule for the tender process documented in the ‘*[*How to go out to tender page’*](https://comms.leeds.ac.uk/creative-design-and-video/how-to-tender/)*.* |  |
| **Email** |  |
| **Phone number (optional)** |  |
| **Person to sign-off content and/or messaging** |  |
| **Email** |  |
| **Phone number (optional)** |  |
| **Other Information** |  |

|  |  |
| --- | --- |
| **Project Schedule** |  |
| *Please view the ‘*[*Getting quotes and choosing a supplier*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) *’ page for threshold information. If your project is over the threshold listed, please allow time in your schedule for the tender process documented in the ‘*[*How to go out to tender page’*](https://comms.leeds.ac.uk/creative-design-and-video/how-to-tender/)*.* | (Please use xx/xx/xxxx) |
| **Date of Brief** |  |
| **Project Briefing Meeting (optional)** |  |
| **Project start date** |  |
| **Key and/or immovable dates within the timeline** |  |
| **Copy, Content, Assets and  material handover.** *(From commissioner to the supplier. i.e. existing assets to be used within the new deliverable) NOTE: The asset form is linked within page 5 of this document.* |  |
| **Rounds of feedback** *(How many check points do you require?)* |  |
| **Sign-off date(s) for outputs/deliverables.**  *(Note: If print assets are required, please ensure you book the work in with PCB when you submit this brief. (Please ensure the asset hand over date allocates time for printing.)* |  |
| **Date(s) for supplier to hand over completed outputs/deliverables.** ***(Note: The supplier will hand over the master files to the commissioner at the end of each project.)*** |  |
| **Project end date** |  |
| **Other Information** |  |

## **Skills Required**

What do you need? Please **select one** of the following:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Creative thinking  (ie ideas, campaign concepts, strategy, insight, workshops)  *To source a supplier who can service this area please go the* [*Supplier Framework Skills Groups page*](https://comms.leeds.ac.uk/creative-design-and-video/supplier-framework-skills-groups/) *and view the Additional Skills Matrix (PDF)* |  | Creative Thinking and Delivery of outputs. |  | Delivery of outputs (which require little or no creative thinking, strategy, insight, concepts, and ideas) |  |

Please indicate which services you require for this project using the tick boxes below.   
(*You may select as many as the project requires*).

|  |  |  |  |
| --- | --- | --- | --- |
| Creative Design |  | Creative Video |  |
| Lecture Capture |  | Motion Graphics |  |
| Artwork (For Print or Digital) |  | Photography  (Part of a larger project)  *Please note: The University has a photographer framework. If you only require photography only. Please visit the Photography page* [*Link*](https://comms.leeds.ac.uk/photography/) |  |
| Copywriting and/or developing messaging. *Please provide information.* |  | Additional Information: |  |

|  |
| --- |
| If not specified above, please indicate any additional skills or services you require.  *(Please review the* [*Glossary Information*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *page for creative output descriptions)* |
|  |

|  |
| --- |
| **The Brief** |
| Please provide a one-line overview of what you want to do.  *(Please review the* [*Glossary Information*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *page for creative output descriptions)* |
|  |
| What are your objectives? |
|  |
| Who is your audience and what do you want them to think/feel/do? |
|  |
| What is the key message you want to communicate |
|  |
| How will you measure success (KPIs If any) |
|  |
| What is the main criteria you will judge responses against? (CRITERIA; Creative response. Time/Availability. Interpretation of the brief.  Relevant previous work. Cost/value for money.)  Other. |
|  |
| Other key criteria |
|  |
| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
|  |

|  |  |  |
| --- | --- | --- |
| **Channels or Formats** |  |  |
| Where will your outputs be used? |  | Please add additional Information/Links here. |
| Web/Corporate site |  |  |
| Emails |  |  |
| Social Media |  |  |
| YouTube |  |  |
| Digital advertising  *(Google Display Network GIFS  and/or HTML5 etc)* |  |  |
| Print |  |  |
| Other |  |  |

|  |
| --- |
| Please provide a full list of the assets you require, including as much detail as you can using [the Asset form](https://comms.leeds.ac.uk/wp-content/uploads/sites/51/2023/02/Asset-List.xlsx) (*Platform, size, quantity, file format, spec etc*). |
|  |

|  |
| --- |
| Other Information *(Please review the* [*Glossary Information*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *page for creative output descriptions)* |
|  |

|  |
| --- |
| **Additional Information** |
| Does your output(s) need to work with anything already in existence  (e.g. an existing campaign style or previous iterations/projects).  Please provide a link to guidance or examples here (if possible) |
|  |
| Are there any additional accessibility or audience requirements?  (*Above and beyond the* [*University accessibility standards*](https://www.leeds.ac.uk/about/doc/accessibility-statement)) |
|  |
| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
|  |

Please check over all your answers above, making sure the information you have provided is accurate and correct. The cost of your job determines whether suppliers must tender for the work, please review the [Getting quotes and choosing a supplier page](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) for next steps information.

If you have any questions regarding this process please contact [**creative@leeds.ac.uk**](mailto:creative@leeds.ac.uk). The Creative Team aim to respond and action emails within 5 working days.

**If you work in The Communications and Engagement Team or Facilities Directorate, please view the** [**Team SharePoint site**](https://leeds365.sharepoint.com/sites/TEAM-CommunicationsTeam/SitePages/Team-updates--Recap-on-comms-threshold-information.aspx) **for threshold information.**