

# RIVERBED PROJECT REPORT

Client: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Project: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Brief: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## GOALS

Purpose: \_\_\_\_\_  
*(inform, sell, promote)*  
 Audience: \_\_\_\_\_  
 Restrictions: \_\_\_\_\_  
*(budget, format, regulations)*  
 Lifespan: \_\_\_\_\_  
*(weeks, months, years)*  
 Current Impact: \_\_\_\_\_  
 Social Impact/Benefits: \_\_\_\_\_

## OPERATIONS: (each mark, mile, & hour is -1)

Meetings: walk/bike/bus (+1) \_\_\_\_\_  
 drive x \_\_\_\_\_ distance \_\_\_\_\_  
 drive x \_\_\_\_\_ distance \_\_\_\_\_  
 Proofs: digital file (+1) \_\_\_\_\_  
 letter: b&w \_\_\_\_\_ color \_\_\_\_\_  
 tabloid: b&w \_\_\_\_\_ color \_\_\_\_\_  
 File Transfer: email/ftp (+1) \_\_\_\_\_  
 courier x \_\_\_\_\_ distance \_\_\_\_\_  
 shipping x \_\_\_\_\_ distance \_\_\_\_\_  
 Computer time: hours \_\_\_\_\_  
 Non-Computer time: hours (+1) \_\_\_\_\_  
 Misc: \_\_\_\_\_

0	+1	+2	+3	+4
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## LIFECYCLE:

Media: print/package \_\_\_\_\_ both \_\_\_\_\_ digital \_\_\_\_\_  
 Materials: virgin \_\_\_\_\_ recycled \_\_\_\_\_ reused \_\_\_\_\_ digital/renew \_\_\_\_\_  
 Source distance/energy used: international \_\_\_\_\_ national \_\_\_\_\_ regional \_\_\_\_\_ local \_\_\_\_\_ carbon offset \_\_\_\_\_  
 End use: trash \_\_\_\_\_ recycled \_\_\_\_\_ resused \_\_\_\_\_  
 Size: same \_\_\_\_\_ smaller \_\_\_\_\_ max sheet \_\_\_\_\_ no bleeds \_\_\_\_\_  
 Awareness of lifecycle: none \_\_\_\_\_ client \_\_\_\_\_ user \_\_\_\_\_ client + user \_\_\_\_\_  
 Innovation in approach: none \_\_\_\_\_ modified \_\_\_\_\_ improved \_\_\_\_\_ improved+ \_\_\_\_\_ new idea \_\_\_\_\_  
 Specifics: \_\_\_\_\_

## SPECS:

Piece 1:	Paper Mill:	Name:	Color:	Qty:
Piece 2:	Paper Mill:	Name:	Color:	Qty:
offset/silk _____	engraving _____		letter press _____	digital direct _____
virgin _____		preCW _____	PCW _____	tree free/Agro _____
PCF _____	TCF _____	FSC,SFI _____ Green Seal, RforestA.	EPA/ISO cert. _____	green power carbon free _____
Recycled:	10%+ _____	50%+ _____	70%+ _____	90%+ _____
Inks:	vegetable _____	low VOC _____	1-2 colors _____	recycled _____
Coatings:				
lamineate _____	varnish _____	aqueous _____	spot aqueous _____	no coating _____
Bindery:				
wire-o _____ spiral	water-based _____ perfect bound	saddle-stitch _____ o-ring, eyelet, grom	die cut _____ emboss, deboss	straight trim _____

<b>OPS:</b>	<b>LIFECYCLE:</b>	<b>SPECS:</b>	<b>TOTAL:</b>
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Ways to improve: \_\_\_\_\_