

GRAPHIC DESIGN REQUEST PROCESS

A simple, collaborative way to request design support

Clear communication • Better planning • Quality results

WHY A DESIGN REQUEST PROCESS?

To improve communication and collaboration

To set clear expectations around timelines and deliverables

To support high-quality, consistent design work

THE FORM

Built in Airtable

- User-friendly and easy to complete
- Guides you through what information is needed
- Helps avoid follow-up questions later



Design Request Form

This form is designed to help keep graphic design requests organized, clear, and moving forward smoothly.

By submitting requests through this form, we can better prioritize projects, track details in one place, and support a more efficient and collaborative design process for our team.

To help everything flow seamlessly, please provide complete and accurate information, upload all required content, and identify the correct approver/project owner when submitting your request. Submitting requests as early as possible, and providing timely copy, assets, feedback, and approvals, helps keep projects on schedule and allows us to deliver our best work. Incomplete information or late materials may impact timelines and prioritization.

Thank you for helping create a more organized, efficient, and harmonious design workflow for our team.

Basic Project Information

Project/Campaign/Event Name *

Target audience (tourists, meeting planners, locals, partners, etc.)

Project Owner Information

This information helps me know who is requesting the project, who to contact with questions, and who will provide final approval. Clear ownership helps keep projects moving on time.

Requester(s) *

Department

Approval Contact (If Different from Requester)

Design Specifications

Please list all design pieces needed and how they will be used. Including sizes, formats, platforms, and quantities upfront helps avoid revisions and delays later.

WHEN SHOULD YOU USE THE FORM?

For ALL design requests, no matter how small

One-off items (flyers, graphics, edits, updates)

Campaigns with multiple pieces

Full projects that need planning and coordination

Submitting early helps with planning and execution

THE BENEFITS

HELPING THE REQUESTORS

- One clear place to submit requests
- More accurate timelines and expectations
- Encourages collaboration, not complexity
- Keeps projects moving forward efficiently
- The form helps clearly define **goals, audience, and timeline** from the start.
- Design decisions are guided by *your* purpose, sales, events, partners, or promotion.

DESIGNER DASHBOARD

- Better planning and prioritization
- More efficient use of design time
- Clear project scope from the start
- Reduces back-and-forth emails

The image displays a 'Graphic Design Request Tracker' dashboard. On the left is a pink sidebar with navigation options: 'Design Requests', 'Design Calendar', and 'Design Requests Overview'. The main area is a grid of request cards. Each card includes a thumbnail image, a title, a brief description, and dates. The 'NTTW 2026 Handout' card is highlighted, showing a detailed view on the right. This view includes fields for 'Requester' (Kayia Mansour), 'Who will provide approvals?' (Thomas Gandy), 'Description', 'Status' (Completed), 'Priority' (High), 'Print/Digital File Deadline' (4/22/2026), 'Print Quantity' (400), 'Project Type' (Flyer), and 'Attachments'.

Design Request Management - Design Requests

Title	Description	Start Date	End Date
RARE Steak event Save the date/invitation	Here's the invite I mentioned this morning. We're hosting several top meeting planners at the RARE Steak event. This year, we won't ...	4/17/2026	4/24/2026 12:00am
Maura's Sweet Impact PP Deck	PPT template that matches the NTTW box. Monty and/or I will check with Maura to see if she would like this. She will be ...	4/22/2026	5/7/2026 12:00am
NTTW Box		4/22/2026	5/30/2026 12:00am
NTTW 2026	One side inclu 15 year of per Front side: Sar year	4/22/2026	4/27/2026
Mayor Tribute Video	After effects open for Mayor tribute video. I can tell you more about this, but I am picturing something simple. ...	4/29/2026	5/11/2026 11:32pm
Spectrum article social tease graphic	https://irvingtx.gov/index.php?section=irving-news&prid=540 Good morning, I am looking for a teaser graphic for this article. I'm ...	5/1/2026	
News: Direct Visitor Spending Hits Record...	Good morning! This can be just like the "news" graphic you created last week. The headline is VISITOR SPENDING HITS RECORD HIGH: ...	5/6/2026	
box facts f	Hello, this is t what we discu I'm hoping yo individual gra	5/8/2026	
Update to NTTW box insert	Please remove "Lemon bar" from		
FIFA Training Program May 13 - Graphic for ICC...	Graphic will be used as room		
Wayfinding Irving CC	ICC Branding (Architectural, well		
Texas Frig Summerw	Looking for a		

NTTW 2026 Handout

Requester
Kayia Mansour
Department: Marketing
Email: kmansour@irvingtexas.com

Who will provide approvals?
Thomas Gandy
Department: Marketing
Email: tgandy@irvingtexas.com

Description
One side include updated ICC 1st 15 year of performance data
Front side: Same info as previous year

Status
Completed

Priority
High

Print/Digital File Deadline
4/22/2026

Days Until Print File Due
-26

Print Quantity
400

Project Type
Flyer

File Formats needed: PDF, JPG, PNG, editable file, etc.

Platform (If Applicable)
-

Size(s) / File format(s)
Required Logo

Attachments
Attach file

Add a comment... No comments yet

STEP-BY-STEP: HOW THE PROCESS WORKS



Step 1



Step 2



Step 3



Step 4



Step 5

SUBMIT

Submit the Airtable request form with your timeline, specs, and any helpful assets or references.

REVIEW

Your request is reviewed and scheduled to ensure clear priorities, timelines, and next steps are aligned.

DESIGN

Design work begins based on the approved details, scope, and timeline for your project.

FEEDBACK

Requestor will review the design and provide feedback, with typically 2–3 **revision rounds**, while larger projects may require additional rounds of revisions.

DELIVERY

Once approved, final designs are delivered in the requested file formats and are ready for use.

COLLABORATIVE PROCESS

THIS FORM IS MEANT TO SUPPORT EVERYONE

If something feels unclear or difficult or if you have ideas to improve the experience, Please share your feedback!

WHERE TO ACCESS THE FORM:

- In the Sales Portal
- Through Staff Links
- Via the QR code outside the Design office
- From the link shared after this meeting
- [Design Request Form - Airtable](#)

Recommend bookmarking the page so

it's easy to find when you need it.



REQUEST FORM QR:



THANK YOU

Genesis Avila

gavila@irvingtexas.com

