synthesia

# Sample Training

How to Submit a Brand Design Request

## What's changed and why

We've upgraded from a shared spreadsheet to a new ticketing system. The Creative Requests Hub gives us better structure during request intake, automated team allocation, daily prioritisation, and full visibility on how every ticket maps to our strategy.

## How it works

When you submit a request, our team reviews it daily against our internal capacity. If approved, a designer will reach out to align on your brief. From there, the design process begins — you'll collaborate with us throughout, sharing feedback and refining, until final delivery.

## How to submit a request

Head to the Creative Requests Hub and hit **Submit New Request**. You'll be asked to fill in a short project brief:

1. **Project name** — give your project a clear, descriptive title
2. **Team** — select your team from the list. If you can't find it, select Other
3. **Business outcome** — this helps us prioritise against our four strategic focuses: Brand Awareness, Growth and Demand, Product Experience, and Operational Support
4. **Project details and objectives** — add as much context as possible. The more detail you provide, the faster we can move your ticket forward
5. **Target audience** — who is this for?
6. **Deliverables** — select the assets you need. Each deliverable will prompt additional fields so we can route your ticket to the right design team. You can select multiple deliverables in one ticket
7. **Copy** — paste your copy or link to where it lives. If you selected multiple deliverables, add copy for each one
8. **Deadline** — select your target date. We work across multiple requests simultaneously, so deadlines may shift based on internal priorities
9. **Dependencies and additional links** — link any parent tickets and supporting references

### What happens after you submit

Once submitted, your request enters our daily prioritisation review. You'll receive a confirmation notification once we've received it.

If you need to add more detail after submitting, open your ticket and scroll to **Additional Information**. You can add copy, specs, references, dates, or any other context there.

### Tracking your request

You can check your ticket status in real time:

**Submitted → Assigned → In Progress → Completed**

Once your project is approved, you'll have access to:

- All information provided at intake
- Sub-tasks created with your assigned designer
- Design files and links attached to each task
- A comments section for ongoing feedback

### Need help?

If you have questions, reach out to the Brand Design team directly or check the onboarding guides for more detail.