

How to Plan a Printed Project

The Department of Institutional Marketing is here to help you develop attractive, effective publications and mailings in a timely manner to promote your programs. This sheet offers an idea of how to budget your time and funds to get the publication you want at the time you need it.

Getting Started

Your first step should be to answer the questions listed below. Before addressing details like paper stock, images and words, your answers will make it easier to select the type of project that best suits your purposes. They also will help maintain focus during the project's development.

- What do you want this project to accomplish?
- Who is the specific, primary audience for this piece?
- What action do you want the audience to take after reading this publication, i.e. seek more information, retain it for reference, respond to an offer/invitation?
- Who in your academic/administrative unit needs to review and approve this project?
- Who will be the primary contact person with Institutional Marketing to answer questions and keep the project moving?
- When do you want your audience to receive this publication?
- What is your budget?

After you've got firm answers to these questions, contact Institutional Marketing to set up a meeting.

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Our Services

At the initial meeting we will review your project, discuss your options and suggest ways to improve the project's impact and limit costs. We also will explain in detail the services offered by Institutional Marketing.

Design

We contract with professional designers who have worked with other UA academic and administrative units and know University guidelines. You can use other designers, but their work must be reviewed and approved by Institutional Marketing *before* they begin your project.

Copy

If you write your own copy, Institutional Marketing will edit it for grammar, University style and effectiveness. If copy needs to be written, or existing materials need heavy editing, we will identify a professional copywriter.

Photography

The University of Akron no longer offers photographic services. However, Institutional Marketing maintains files of some campus and student images. Our department also has access to commercial stock photography that you can purchase and reuse, as well as commercial photo libraries that sell images for one-time use.

We have contracts with area professional photographers, who are familiar with campus and University style. If you need an extensive photo shoot to replace outdated images or record a significant event, we can help coordinate this service.

Amateur photography and art may be used in University publications and displays, but only if they meet professional standards.

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The Process

If you have a realistic understanding of the publication process and plan accordingly, your deadline can be met nearly every time. The following is a basic outline of the process.

1. Initial meeting
2. You receive a creative plan with cost estimates
3. Work begins after Institutional Marketing receives your written approval of the plan
4. Copy is written, edited and reviewed
5. Designer creates initial layout
6. You review layout and return it with your changes or approval
7. Revisions, if needed, are sent to the designer
8. If requested, revised layouts will be sent to you for review
9. When satisfied with the project, you give written approval of the layout
10. Designer prepares final art for printer/production facility
11. Project is printed/produced

Timelines

There is no “typical” project timetable. Updating an existing brochure requires much less time than creating one from scratch. A project reviewed by a committee will take far longer than one that needs approval from only one or two people. Larger projects take longer. And printers generally require about 10 working days for a mid-sized brochure. We will advise you of an approximate timeline at our initial meeting, and will continually update you on the status of your project.

Funding

To begin work on your project, Institutional Marketing will need an account number for freelance service charges. We will fax or e-mail to you confirmation of these charges. Please do not generate requisitions for freelance charges.

Printing costs require a different payment process. If your project is printed on campus through PACS, you'll need a Web-based requisition. If you use a commercial printer you will need to submit a PeopleSoft requisition. In both cases, it is important to include in the description portion of the requisition the job number assigned to your project by Institutional Marketing. If the job number is missing, it will delay the purchase order number assignment to your job, and likewise the timely completion of your project.