PRINT CREATIVE
Timeline

# Working With the Office of Marketing and Brand Management

Our department is responsible for many different facets of communications for the University. With more than 500 projects being produced per year, it is essential to maintain a basic process so that the work we do is not only professional looking, but also as timely and accurate as possible.

The Office of Marketing and Brand Management can work with your department to develop custom designs for print materials. We work with several local printers to have your materials produced. Our office will bill your department $55/hour for design work. Prior to beginning work on your materials, we will discuss your budget for design and printing.

The standard length of time needed to develop a new high-quality, accurate print marketing piece is **6–8 weeks**. This includes copy development (by the requesting office, dept., etc.) image selection, design, review by the marketing team and project stakeholders, edits, additional reviews, and printing and delivery. The project can take longer and cost more if there are significant changes needed after the initial design.

To help guide you during the creation of marketing materials, and ensure a smooth process, we have developed the guide starting on page 5.

After reviewing the process, if you have any questions, please contact the Print Marketing Coordinator at ext. 4551.
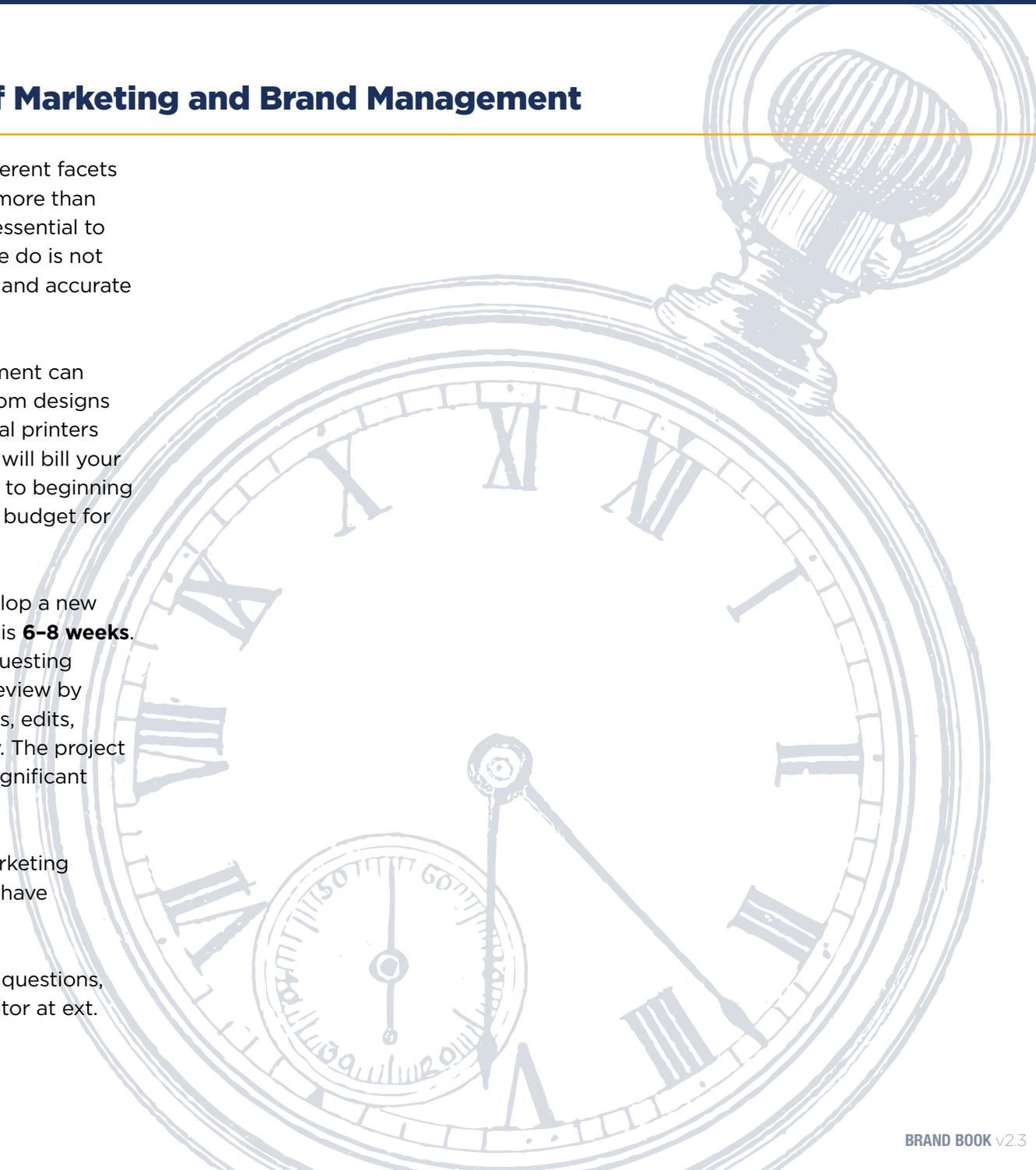
Starting a Project

KICK-OFF MEETING
6–8 weeks prior to the date by which you need the materials in-hand
To schedule a kick-off meeting, contact the Print Marketing Coordinator at 4551.
The Project Lead*, and sometimes additional stakeholders, meet to review project scope and discuss Production Schedule.
Project scope includes:
- Objective
- Audience
- Type and size of material(s) to be produced
- Budget
- Distribution of materials (This can mean mailing, or newspaper insert, or distribution on-campus or both on and off-campus)
- Review of key dates and timeline

At the kick-off meeting, we will also discuss the Design Process and Timeline, which is detailed on Page 6.

*The Project Lead is the one person in your department or office who will be responsible for submitting copy, communicating edits, and approving the Final Design for print.
We work with one Project Lead to keep communication clear and streamlined.

COPY & IMAGES
5–6 weeks prior to the date by which you need the materials in-hand

Finalized copy: Has been proofed for spelling, grammatical, and factual accuracy by all project stakeholders. The Marketing team is not responsible for proofing or copywriting. If a professional proofreader is required, it should be factored into the budget and timeline.

Images: Since a designer needs copy and images to work with, the Marketing Team cannot begin design of your material(s) until all finalized copy has been received. The Marketing Team can then source images for you from the USM Photo Library or, if necessary, stock photography. The Project Lead and stakeholders may also submit other images for consideration in the design. Any provided images need to be high resolution (at least 300 dpi). Marketing provides final approval for any images used.

Design Process and Timelines

Round 1 Design (R1D)
R1D is submitted to the Project Lead 2 weeks after copy and images are received.

The design is submitted to the Project Lead. The Project Lead routes the design to additional stakeholders.

Round 1 Edits (R1E)
The Project Lead should submit R1E to Marketing 1–3 days after Round 1 Design is received.

Review the general layout and images of the design. If any design or copy elements need to change, this is the ideal time to note those edits. At every design round, all copy should be reviewed (every letter, number, and punctuation mark). Print the design and have multiple people review it. If significant changes are required, discussion is necessary with the Marketing Team and your project may be delayed.

Edits should be submitted by the Project Lead only. If edits are received late, the project may be delayed.

Round 2 Design (R2D)
R2D is submitted to the Project Lead 1–3 days after Round 1 Edits (R1E) have been submitted to Marketing.

The updated design is submitted to the Project Lead. The Project Lead routes the design to additional stakeholders.

Round 2 Edits (R2E)
The project lead should submit R2E to Marketing 1–2 days after Round 2 Design is received.

Review the updated design to ensure that all requested changes have been made. If further edits are needed, the Project Lead submits those on the scheduled deadline.

FINAL DESIGN
Final Design is submitted to the Project Lead 1–2 days after edits

This is the design that will go to print. The Project Lead reviews all design elements and copy one last time. Only egregious factual or spelling errors will be considered at this time and should be submitted by the deadline provided.

FINAL APPROVAL
1 day after final design review

The Project Lead posts a message indicating that the project is approved to print.

FILE SUBMITTED TO PRINT
2 weeks prior to needing materials in-hand
The Marketing Team sends project to the selected printer.

Timeline for Minor Copy Edits to Existing Custom Designs
If you need minor copy edits to a piece the Marketing Team has produced in the past, please contact the Print Marketing Coordinator 5 weeks prior to needing the final product in-hand.

Timeline for Reprints of Existing Custom Designs
If you need an exact reprint of a piece the Marketing Team has produced in the past, please contact the Print Marketing Coordinator 4 weeks prior to needing the final product in-hand.

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Printing Information

The printer will process the artwork and produce a physical proof of the project. This proof is delivered to the Marketing team for review of colors, cropping, folds, and pagination. Once the proof is approved, the printer moves into the production. This includes printing, trimming, folding, binding, packaging, and shipping the project.

While a short print run of 50 posters may take only 1 week, a more complex project such as a booklet will take longer. It's always a good idea to allow at least 2 weeks for printing to ensure that projects meet all of the requirements discussed in the Kick-Off Meeting.