University of **LOUISIANA** at Monroe

OFFICE OF PUBLIC INFORMATION

GRAPHIC DESIGN AND REVIEW
POLICY AND PROCEDURES

COMPLETION OF THE GRAPHIC DESIGN AND REVIEW REQUEST FORM IS REQUIRED FOR ANY ULM PUBLICATION THAT IS TO BE PRINTED, MAILED, OR ELECTRONICALLY DISTRIBUTED FOR PROMOTIONAL PURPOSES. All pieces will be reviewed for editorial content, use of graphic design standards, and adherence to university brand identity guidelines.

Submission of the Graphic Design & Review Request form indicates you agree to adhere to all university editorial, graphic and brand identity standards. You also agree that changes or corrections will be made before the final piece is printed and/or released.

Submit to:

CHRISTI BAILEY
Director of Graphic Design
bailey@ulm.edu • 342-5151 • Lib211

OR

KELSEA MCCRARY
Director of Marketing
mccrary@ulm.edu • 342-6787 • Lib211

For Graphic Design & Review Request form or additional information, go to: **ulm.edu/graphicdesign**

GRAPHIC DESIGN:
- Client submits Graphic Design and Review Request form to the Director of Graphic Design.
  (Note: There is no charge for graphic design services.)
- Confirmation of receipt of request will be sent via e-mail within two working days.
- Graphic Design and client will discuss project and production schedule to ensure client's request can be accommodated.
  (Note: If request cannot be accommodated, assistance with alternate solutions can be provided to client.)
- ALL CONTENT, PHOTOS AND GRAPHICS TO BE INCLUDED IN PUBLICATION SHOULD BE PROVIDED to Graphic Design before the project can officially begin.
  - Content should be provided in a word processing format (preferably Word).
  - If publication is a revision of a document on file, a sample with revisions can be provided.
    Any extensive new text should be provided digitally.
  - Photos and graphics should be provided in high-resolution in the following formats: jpeg, tiff, eps.
- Graphic design will send client a pdf proof for review via e-mail. (All e-mail transactions will serve as documentation of proofing/ approval processes.)
- Client will return (via e-mail) approval or changes/corrections to Graphic Design. This process continues until final approval is given by client. (Note: Continuous changes resulting in multiple proofs can alter project's deadline/completion date.)
- Upon final approval, digital files (and specs, if requested) are sent as via an e-mail confirmation.
  (NOTE: Once final approval is given, Graphic Design is not responsible for any misinformation or errors in final publication.)

Deadlines: Average turnaround for graphic design services is three weeks (15 business days). This does not include printing (allow an additional two weeks) nor does it include mail/e-mail/internet distribution. The project's simplicity or complexity can decrease or increase the normal turnaround. A request for "rush" graphic design services will be accommodated if possible. This must be discussed with the Director of Graphic Design. (Note: Month, day and year of deadline is required—*ASAP is not acceptable*. Deadlines must reflect actual date when project is needed.)

REVIEWS:
- Client submits Graphic Design and Review Request Form with publication/graphic to be reviewed. The Director of Marketing or Director of Graphic Design will confirm receipt of request via e-mail. A response will be given within two working days. THIS PROCESS SHOULD BE DONE PRIOR TO PRINTING.
- If publication is to be approved for bulk mailing, please submit Bulk Mailing Authorization form with this request.
  THIS PROCESS SHOULD BE DONE PRIOR TO PRINTING and BULK MAIL PREPARATION.
  For more information on bulk mailing procedures and form, go to: **ulm.edu/bulkmailing**

PRINTING / MAILING:
For information on ULM Copy/Print/Mail procedures or a Copy/Print/Mail Request form, go to:
ulm.edu/copycenter or **ulm.edu/campusmailservices**

The only exception is the printing of **ULM LETTERHEAD, ENVELOPES, AND BUSINESS CARDS**. For procedures to order these items, visit: **ulm.edu/letterhead**, **ulm.edu/envelopes**, **ulm.edu/businesscards**.

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OFFICE OF PUBLIC INFORMATION
GRAPHIC DESIGN AND REVIEW
REQUEST FORM

Any ULM publication or graphic to be used for promotional purposes and printed, mailed, or electronically distributed MUST BE REVIEWED by OPI's Directors of Marketing and/or Graphic Design prior to production.

To request reviews and/or graphic design services, complete and submit this form to:

CHRISTI BAILEY
Director of Graphic Design
bailey@ulm.edu • 342-5151 • Lib211

OR

KELSEA MCCRARY
Director of Marketing
mccrary@ulm.edu • 342-6787 • Lib211

PROJECT INFO

Publication Title:_____ Dept:_____ Banner Index #:_____

Description: _____

Contact Name(s): _____ Phone: _____ Email _____

Proofs will be directed to contact _____ Phone: _____ Email _____

CHECK ALL THAT APPLY

REQUESTED SERVICE

❏ GRAPHIC DESIGN, including: ❏ printing specs ❏ bulk mail approval (NOTE: content must be submitted before design work can begin)
Requested completion date _____

❏ REVIEW of submitted publication/graphic, including: ❏ bulk mail approval (NOTE: allow approximately 2 working days)

❏ OTHER OPI services requested: ❏ content writing ❏ photography ❏ marketing planning
❏ press coverage ❏ web site submission

PROJECT TYPE

❏ Brochure ❏ Flyer ❏ Magazine ❏ Invitation ❏ Note Pad ❏ Other: _____
❏ Post Card ❏ Booklet ❏ Ad ❏ Note Card ❏ Pocket Folder _____
❏ Poster ❏ Newsletter ❏ Billboard ❏ Form ❏ Program _____

TO BE COMPLETED UPON CONSULTATION WITH GRAPHIC DESIGN:

PRODUCTION/ DISTRIBUTION INFO

❏ Publication will be PRINTED: ❏ digital printing ❏ offset printing QUANTITY to be printed: _____

❏ Publication will be MAILED: ❏ first class ❏ bulk QUANTITY to be mailed: _____

❏ Distributed electronically: ❏ e-mail ❏ web site WEB SITE ADDRESS: _____

❏ Distributed as hand-out: ❏ general ❏ specific event EVENT: _____ Date:_____

GRAPHIC DESIGN SPECS

❏ Publication trim SIZE: ❏ 8.5x11 ❏ 9x12 ❏ 11x17 ❏ 12x18 ❏ 6x9 ❏ 5x7 ❏ Other: _____
❏ with bleeds ❏ without bleeds

If booklet: ❏ self-cover —OR— ❏ covers plus inside pages (# of inside pages _____)

❏ COLOR reproduction: ❏ 4-color process ❏ black only ❏ spot color: ❏ PMS 505 (maroon) ❏ black
❏ PMS 872 (gold) ❏ Other: _____

❏ STOCK: ❏ TEXT-WT.: ❏ gloss or ❏ matte ❏ white or ❏ color: _____ Note: _____
❏ COVER-WT.: ❏ gloss or ❏ matte ❏ white or ❏ color: _____ Note: _____
❏ NCR: ❏ 2-part ❏ 3-part colors: _____ Note: _____
❏ Other _____

❏ FINISHING: ❏ folding: # of folds _____ ❏ scoring: # of scores _____ ❏ perforations: # of perfs _____
❏ saddle-stitched ❏ padding: sheets/pad _____ ❏ numbering: _____ to _____
❏ die-cut Note: _____ ❏ Other: _____

❏ Final FILE FORMAT: ❏ print-ready PDF (hi-res CMYK) ❏ native files ❏ Other: _____

E-mail or up-load files to: _____

FOR GRAPHIC DESIGN USE ONLY:

Date content provided:
_____

Target date for first proof:

_____

Final approval:_____

PROOF 1: _____ Time:_____ Returned:_____
PROOF 2: _____ Time:_____ Returned:_____
PROOF 3: _____ Time:_____ Returned:_____
PROOF 4: _____ Time:_____ Returned:_____
PROOF 5: _____ Time:_____ Returned:_____

Job Number_____
Requested completion date_____
Date completed _____
Completed by_____
Project time _____

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