

# Guidelines for Requesting Designed Materials

Before meeting with the PR Unit to discuss your design needs, consider the following:



### **Identify your audience.**

Who are you trying to reach with this piece? Knowing this will help us edit your content and help you determine what type of printed piece you'll need.



### **ID the type of piece needed.**

Do you know what type of printed materials you'd like made? We've created flyers, brochures, posters, bookmarks, postcards and other printed pieces.



### **Content drives design.**

What are you trying to communicate to your intended audience? Can you put this information in layman's terms? Also, start thinking about what kind of images you want included.



### **Consider your budget.**

Does your department, center or unit have a budget for printed materials? Unless the piece can be used on a college-wide level, then your unit is responsible for covering printing costs.



### **Think about your timeframe.**

When do you need copies in your hands? Please note: The PR Unit needs at least 4-6 weeks for design/printing.

## Initial Meeting



In your initial meeting with the PR Unit, we will determine whether the job can be done in house or if it will require outside design (either the university designers or an outside designer) and establish a budget and timeline for getting it done.

We also need to know who else will be involved in the approval process for this piece. Do you need final approval from a supervisor or colleague? We suggest that after a timeline is established, please share it with those who need to give approval/feedback, as it can affect the production schedule.

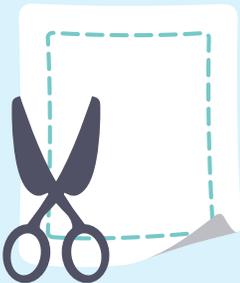
## Editing and Design



Once you submit your content, it will go through an editing phase to ensure the text follows university style and identity guidelines before it gets designed.

The PR Unit will send you a first proof for review and will make revisions based on your suggested edits, so long as they don't violate any style or identity guidelines. You'll then receive a second proof to review and submit any additional changes to the PR Unit. We'll send you a final version for review before it gets sent to the printer.

## Printing



The PR Unit will contact a printer to get your materials printed and delivered to your office.

If there are minor updates to a design job or if reprints are needed with no changes, please give the PR Unit a week's notice. Please note that this timeframe does not include print time (which usually takes 1-2 weeks).

**Ready to get started?**

Contact Angela Turk, CEHD director of communications, at [aturk@gsu.edu](mailto:aturk@gsu.edu) to begin.