

**Working with University Communications:
Marketing/Graphics Design Production Services**



The Marketing, Graphic Service, and Production area of University Communications serves as an in-house consultant to internal clients (administration, Schools and Colleges), helping them to promote programs and events that will attract high-quality students and build on the prestige of the University.

The steps are as follows:

- Marketing meets with clients and consults on audiences, messaging, promotion, and communication vehicles;
- Graphic Services designs the material – whether brochures or ads or posters; and
- Production Services brings the product to fruition.

The requesting area should be able to answer the following:

What is the goal of the communication? _____

Who is the audience? _____

Does it relate to an event? If so, when is the event? _____

What are the deadlines we should know about? _____

For any print pieces:

What is the budget? _____

What is the needed quantity? _____

Will this be a multi-piece promotion? (e.g., brochures in a series; event-driven poster, invitation, program) _____

Will it be mailed? First class or bulk? In house or by mailing house? Who has the mailing list? _____

Are there particular photographs or themes that should be used? _____

For nonprint design requests:

What will be the delivery mechanism be? (email? online banner ad?) _____

What are the format requirements (e.g., pixel size; clickable JPEG; KB size for emailable files) _____