

Graphic Communications Pre-Production Guidelines and Checklist

The guidelines and checklist that follow will assist you with your graphic design and printing needs. With your cooperation, Graphic Communications and District Publications can produce quality printed materials which meet college and district graphic standards.

GENERAL GUIDELINES:

The RSCCD Graphic Communications team is available to assist you with professional, high-quality marketing materials that are primarily aimed at an “external” audience—potential students, donors and the general public. Typical jobs include—but are not limited to—brochures, posters, announcements and advertisements. Most final marketing materials are printed in-house, using digital, reprographic technology (similar to photocopies). If yours is a specialty item, production by an outside vendor may be required.

Turnaround times for graphic design and desktop publishing are dependent upon Graphic Communications workload and complexity of the project. It is important to note that sufficient lead time for the copywriter/editor (the acting Public Information Officer), Graphic Designer or Desktop Publisher, and Publications staff is vital to producing quality work which meets college and district standards. Planning ahead is extremely important, as there are often many jobs ahead of yours. For graphic design jobs, **all project copy (text) must be finalized and approved by the program administrator and acting PIO before submission to the Graphic Designer.** Considering Graphic Communications project workload, development of the design, photo editing, revisions to design or copy and District Publications timelines, **expect a minimum of three to six weeks’ time before receipt of the finished piece once a Graphic Design Job Request form and finalized copy have been submitted to the Graphic Designer.**

Discussing your design and possible print needs with the Graphic Designer and Publications staff will help determine cost, timelines and design concept. It is important to secure a budget for a particular job, and to ensure that funds are available before a request is submitted. Once you’ve received administrator approval for a job, a Graphic Design Job Request form must be submitted to the Graphic Designer, and if the job is to be printed in-house, an RSCCD Publications Job Request form must be submitted to District Publications. Design request forms are available in fillable PDF format on the Graphic Communications web pages, while Publications forms are available as hard copies at the Graphic Designers’ offices, District Publications Center (at OEC) or Public Affairs and Publications at the District Office. Again, Graphic Design job requests must be turned in at least three to six weeks before you need the finished job. Please note that requests submitted less than three weeks before final product is due will be considered a special request. Any requests made less than a week before due date is considered urgent, and may not be met.

Once a design proof is ready, the Graphic Designer will present it to the requestor for approval. One initial design proof will be provided, and if necessary, a **MAXIMUM of two revised proofs** based on requested copy (text) edits or design changes.

Anything beyond three proofs will result in your project deadline being automatically extended by at least one week **PER ADDITIONAL PROOF.** Upon approval of the job, the designer will submit the final print file to Publications, the outside vendor or the requestor, depending on the type of job.

YOUR PROJECT CHECKLIST:

- Need and purpose- determine your target audience.** Consult with acting Public Information Officer or department head/program director for help with content development, and to determine what kind of materials may be needed.
- Get administrator approval for project.**
- Consult with your Graphic Designer or Desktop Publisher.** Discuss the project in advance to help determine concept and timelines.
- Determine specifications** for size, quantity, due date, color, paper, size, bindery delivery.
- Budget: determine total expenses** (printing, paper, mailing, etc.); consult with Publications staff and mailroom personnel to determine total expenses.
- Get approval for the budget,** and ensure that the proper accounts are being used.
- Write copy** and submit to your administrator and acting PIO for review/revision/approval. **Final, approved** copy can then be submitted to the Graphic Designer as a Word document.
- Approve design proof** provided by designer, who will then provide final print files to Publications or an outside vendor.
- Archive samples and accounting details** for your records in case future reprint is needed.
- Upload electronic version** to your website, if necessary. (Consult with your campus Web Consultant or the Electronic Media Manager for help with web upload.)

IMPORTANT CONTACTS:

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WEB PAGES:

RSCCD Publications: rscdd.edu/publications

Black & white print submissions (WebCRD): webcrd.rscdd.edu

SAC Graphic Communications: sac.edu/graphics

SCC Graphic Communications: sccollege.edu/graphics

District Graphic Communications: rscdd.edu/graphics