A publication's timeline

Depending on the event, you will need to do advance planning to create publicity. A good rule of thumb for a large-scale event is total of 2 months for planning and publicizing, while smaller-scale scale events should plan for 1 month of planning, and approx. 2 weeks of publicity.

1. Decide on the content. The Office of Communications can help us with this content process, but it is good to have an idea of what you want before requesting assistance. There are a few questions to help you decide what you want.

- o   What is your message?
- o   Who is your audience?
- o   How do you plan to publicize the event or news?
- o   What tone would you like to see reflected in this piece? (Fun, classy, edgy)

2. Generate text.

3. Establish a budget. There are three costs associated with every job: design/production (when using an outside designer); printing; and paper.

4. Set deadlines. Publications vary in the time required to produce them. Depending on the approval process and the depth of the project, it takes approximately 2 weeks in the design and approval phase. Once sent to the printers, you should have your product in 10–14 working days.

5. Actively participate in the approval process. The process normally includes 3 approval and reviews before the final document in complete, but that process is flexible because the publication will not be sent to the printer until the final approval is given.

The first approval will be of the basic design and layout. After some variations are made, the designer will schedule another review with the department. This will be the point that a larger group of department approvers can have the opportunity to collect feedback from those who need to review it. We will revise the text and graphics as requested. Please remember that it is a great idea for as many eyes to look at the publication to ensure there are no errors, but everyone has different opinions on the exact image layout. So, ask for opinions, but too many opinions may confuse you!

Once the proof is sent to the printer, the company will give you a proof to revise in final form. If there are any revisions on the design side, please let us know. The printing company may also be able to help with this, as well. The designer will also be happy to review the printer's proof with you as well.

Please be prompt when approving the printer's proof to help them stay on schedule.