**Project Planning Guide**
The Communications Office is responsible for the quality and “look” of anything Westminster produces for external audiences. As a general guideline, we need to see anything that is directed to external audiences and/or anything that has the Westminster College logo on it. Know that you will see any changes that we make before it is finalized and printed.

**Getting What You Want Printed When You Want It**
Following this timeline can help you get what you want printed when you want it:

**For Materials That Need Printing, Start Planning Early.**
When you decide you need a printed piece, begin by answering these questions. If you need help, please call us at x2680.
- Who is your market/audience?
- What do you want to say?
- Which budget will cover the design and production costs? *(Is there a budget for it?)*
- What format will best convey your message: postcard, brochure, letter, table tent, etc?
- How complex is it: an 80-page booklet, a postcard, or a 10-foot, double-sided banner?
- Who will write the copy and coordinate with the Communications Office?
- How many copies will you need?
- When do you need them?
- When is the “event” date?
- Do you have a design in mind?
- What quantity, mailing requirements, and distribution method do you envision?
- If mailed, what date do you want them to be delivered to the audience’s home or office?
Off-Campus Printing

We use off-campus printing for multi-color, high-end, offset printing such as magazines, brochures, program covers, calendars, etc. **If you need something printed and mailed, please allow at least a month from start to finish for design, copy editing, off-campus printing, and mailing as shown below.** Understand that timing can vary based on the complexity of the project.

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<td>Design &amp; Copy Edit</td>
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<td>Your Edits to Final Proof</td>
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<td>Pre-Press Work</td>
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<td>Printing &amp; Post-Press</td>
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**What You Do**

**Step 1**

**Design & Copy Edit**  
**31 Days in Advance**

1) Please fill out an online Print Project Request (PPR) for each item at [http://www.westminstercollege.edu/apps/forms/communication_office/print_project_request/](http://www.westminstercollege.edu/apps/forms/communication_office/print_project_request/)  
*Note:* Thanks to the IT Department, a major revamping of that pesky Print Project Request (PPR) has occurred. We think you’ll like it.

2) Please proofread your text using the *Chicago Manual of Style*, and remember to check facts, such as proper spelling and complete names of people, corporations, and schools; professional, academic, or other titles; days of the week with dates; phone numbers; URLs. (We’d also like only one space after periods at the ends of sentences and after colons.) Then email the text to Robin Boon (x2684) in a Microsoft Word document.

2) If the project is complex, please call our Graphic Designer, Tom Cronin (x2681), or the Executive Director of Communications, Laura Murphy (x2685), to consult on design, timeframes, editing, and proofing.

**Allow 10 days to 2 weeks for design & copy edit**

**Step 2**

**Your Edits to Final Proof**  
**15-20 Days in Advance**

1) Review layout, proofread, make changes, sign, and return the proof to us ASAP—production is stopped while the proof is out of our office.

2) If you need to have approval from a supervisor and possibly his or her supervisor, nudge them to help you meet *their* deadline.

**Allow three to six days for edits, changes, and final proof**
## What Communications Does

### Step 1

**Pre-Press**  
**12-16 Days in Advance**  
1) Graphic Designer schedules press time, checks for color in art, photos, pagination, trimming, etc.

### Step 2

**Printing and Post Press**  
**8-12 days in Advance**  
1) Project is printed, collated, trimmed, bound, folded, die cut, etc.  
2) Project is prepared and delivered to mail house.

### Step 3

**Mailing Services**  
**7 Days in Advance**  
1) The direct mail house receives project, performs technical services such as removing duplicates from lists, and mails project.
On-Campus (Print Shop) Printing

We use our Print Shop for photocopying with black toner on white or colored paper, an inexpensive way to develop postcards, some brochures, posters, program inserts, flyers, etc. Please allow about 2½ weeks for design, copy editing, and on-campus printing. (Allow an additional seven days if it requires mailing.) If you’re not sure which type of printing would be best for your project, call us at x2680.

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18 Days in Advance
1) See Steps 1 and 2 shown in “Off-Campus Printing.”
   Allow 11 to 14 days for design and copy edit.

4 Days in Advance
2) Communications takes the copy-ready proofs to the Print Shop. Please do not take copies directly to the Print Shop. While we appreciate your support, we need to keep track of every print project, regardless how small.
   Allow three to four days for project handling.

Helpful Things to Know About the Communications Office

- We use the Chicago Manual of Style as our style guide for everything except press releases, for which we use Associated Press style.
- For editing, we need your text in MS Word.
- We love to brainstorm projects. It’s part of our job.
- You can’t over-communicate with us. Really. We need the details often missing in the current print project requests that we receive. Please include details in the “Comments” section of the Print Project Request.
- The instant you press “Submit” on the Print Project Request form, the system sends an email containing your information to Amanda Hoffman (x2683), Tom Cronin (x2681), Laura Murphy (x2685), and Robin Boon (x2684).
- Understand that we will do everything we can to accommodate your last-minute requests, but we cannot, in fairness, bump your peer’s project because your request was not timely. You could be that peer next time!
- The volume of printed projects we deal with would surprise you—it is enormous.
• We schedule work based on when the information arrives and when you need it. Keep in mind that complex pieces requiring multiple levels of approval, custom envelopes, embossing or die cuts, etc., may take longer than you expect.

• When you tell us the date that you need a print project, have mercy. Please use a real date. We have often found ourselves burning midnight oil only to find out that the project is really not needed for three more days. (It sits at the print shop taunting us.)

• We want you to meet your deadlines, so we may bird-dog you…but only if we have time. We worry about these things. Please be mindful of the calendar and your deadlines. Don’t let proofs languish on your desk (or your supervisor’s). Nudge, cajole, wheedle, sweet-talk, pester, or coax your supervisor to review the work, and make sure you sign “OK to Print” on the Print Proofing and Approval Form.

• If you develop a graphic image and need to add text, please send us your native document with the text layered, not imbedded or flattened. Why? Because we often have to make changes in the text—which can be nightmarish at worst and time-consuming at best, if it is imbedded or flattened.

P.S. Of the five full-time employees here, four of us are relatively new. We’re not familiar with how things used to work; however, we’re all open to new ideas, suggestions, or processes. Please let us know what we can do to make working with the Communications Office easier for you.

The Communications Staff (x2680)
Laura Murphy, (x2685) Executive Director
Thomas Cronin, (x2681) Graphic Designer/Communication Specialist
Krista DeAngelis, (x2682) Associate Director, Media Relations and Internal Communications
Robin Boon, (x2684) Assistant Director, Publications and Special Events
Johanna Daley, (x2686) Associate Director, Marketing
Amanda Hoffman, (x2683) Communications Coordinator