

Print Project Checklist

Needed for All Projects:

- Project title – meaningful description; no acronyms.
- Project requestor – please be sure your name appears on the project request form before submitting.
- Project sponsor – person responsible for project approval if different than project requestor.
- Purpose – why the project is needed.
- Audience – who will be impacted by the project.
- Project deliverable – i.e. postcard to be mailed to potential students; posters to be displayed on bulletin boards on campus.
- Approved copy/text – copy that is as close to final form as possible and has project sponsor approval.

Print Projects:

- What type of project? Brochure, postcard, poster, booklet, etc.
- When is it due?
- Dimensions/finished size of printed piece.
- Will the final piece be printed in-house or out-of-house?
- Are there any special elements to be incorporated on the final piece, such as gold foil, embossing, spot-gloss, etc.?
- Will the piece be mailed? If yes, will it be mailed in an envelope or will it be a self-mailer?
- All documents related to project, copy, photos, logos, etc., must be provided with request.
- Brief creative direction, if applicable, i.e. design examples, campus shots vs. student shots, etc.

Submitting Change Requests:

- A proof will be sent to the requestor for approval.
- All changes to the proof need to be submitted using PDF comments.