

SCRIPPS COLLEGE

Working with the Office of Communication and Marketing

These guidelines are a blueprint for development and production of Scripps publications, outlining how Scripps College Communication and Marketing can use language and design to communicate effective, project-specific materials and steward clear, consistent messaging of the College—all the while leveraging cohesive, centralized vendor relationships to achieve excellent service and competitive pricing.

The Role of Office of Communications and Marketing

Communication and Marketing will coordinate the development and production of:

- Brochures
- Invitations, announcements, postcards, ecards
- Advertisements (*Scripps College Magazine, Claremont Courier, voice, The Student Life, trade journals*)
- Signage (*posters, table cards for Malott Commons*)
- Collateral for events (*buttons, artwork set-up for promotional items*)
- Specialized stationery (*note cards*)
- Video production
- Website pages/changes

Creative Services can assist with:

- Developing concepts
- Defining audience
- Scheduling production and delivery
- Determining quantity
- Setting a budget
- Choosing a format
- Securing photography/selecting photos
- Negotiating contracts with external vendors
- Copy editing
- Proofreading
- Approving printer's proofs
- Managing print production
- Tracking progress
- Accounting

Best Practices for Clients

- Choose a project manager.
- Set a realistic time line with sufficient advance notification.
- Define and clearly communicate your expectations.
- Secure all the necessary approvals
- Proofread for factual content.
- Ask questions.
- Stay in touch.
- Provide advance notice of upcoming jobs.
- Create consensus on priorities, goals, scope, and resources.
- Stay within the college approved style guide.

Questions to Consider

- Who should be involved in the planning process?
- Who has permission to give final approval for production?
- Who is the primary audience? Are there other audiences to reach?
- What is the budget
- What is the deadline?
- What are the major content areas?
- How should the information be structured?
- How will the piece be used?
- How will the piece be distributed?
- What quantity will be needed?
- Will there be a web component?
- How will the postage be paid?

Office of Communication and Marketing
x18280 or mediarelations@scrippscollege.edu

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Office of Communication and Marketing

Project Request Form

Print • Web • Video • Writing/Editing • Collateral

The Office of Communication and Marketing offers design layout, editing, writing, and project management.

BEFORE PROCEEDING: Have all facts/figures for text been approved by the Office of Assessment and Institutional Research? ☐ yes ☐ no

To request assistance, please provide us with the information requested below:

(No work will begin until an approved and signed Project Request Form is completed.)

Approval signature (VP or dept. director):

Date Requested:

Project Due Date:

Budget *(design, printing, postage, photography):*

Project Title:

Department:

Project Manager:

Phone:

Communication and Marketing Project Manager:

Printed Projects

Type of project

- ☐ Brochure
- ☐ Invitation
- ☐ Program
- ☐ Advertisements
- ☐ Postcard
- ☐ Note cards
- ☐ Envelopes
- ☐ Self-mailer
- ☐ Other *(please specify)*
- ☐ Consult *(design, messaging, platform)*

Project description (include final size/special instructions)

Printing instructions

Quantity: _____

- ☐ 1-color (black)
- ☐ 2-color
- ☐ 4-color
- ☐ Use True Pantone Colors
(do not convert to CMYK)
- ☐ Printer: _____

Mailing instructions

Mail date: _____

- ☐ Printer will image addresses *(*Allow 1-2 weeks for Advancement services)*
- ☐ Labels will be used (created and affixed by client)*
- ☐ Indicia used with permit # _____
- ☐ First Class Postage
- ☐ Printer to bill for postage
- ☐ Affixed in-house
- ☐ Affixed by printer

Writing/Editing Projects

Type of project

- ☐ Letter
- ☐ Correspondence
- ☐ Program
- ☐ Advertisements
- ☐ Postcard
- ☐ Brochure
- ☐ Other *(please specify)*
- ☐ Consult *(design, messaging, platform)*

Project description/special instructions

Copy must be submitted electronically, prior to final blue line.

Web Projects

Type of project

- ☐ Change to web content
- ☐ Create new web content
- ☐ Remove web content
- ☐ New URL needed
- ☐ Post pdf/forms
- ☐ Other *(please specify)*
- ☐ Consult *(design, messaging, platform)*

Project description/special instructions

Copy must be submitted electronically.

Is this based on an existing or currently developed print piece? ☐ yes ☐ no

If yes, name of document: _____

Who designed it or has the design files? _____

Video Projects

Subject of video _____

Target length _____ Target medium ☐ DVD ☐ web

Is there a script or storyboard already created? ☐ yes ☐ no

Project description/special instructions

Collateral Projects

Type of project

- ☐ Art setup for promo items
- ☐ Logo development
- ☐ Other *(please specify)*
- ☐ Consult *(design, messaging, platform)*

Type item: _____

Size of imprint: _____

of colors: _____

Project description/special instructions

Contact information for vendor if files need to be sent: _____

Photography Requests

- ☐ New photos needed

Budget: _____

Specific photographer?

- ☐ Photos supplied by client
- ☐ Pull existing photos
- ☐ Other *(please specify)*
- ☐ Consult *(design, messaging, platform)*

Description of photographs needed