

# 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](mailto: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: \_\_\_\_\_

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## 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