

COLLEGE OF SCIENCES  
Graphic Design Policy

revised - May 25th 2007

## Introduction

This document is intended as an overview of policies and procedures of graphic design, a new area of services offered by the COS Technology Department. We can design:

- Posters
- Flyers
- Brochures
- Invitations
- Web page layouts
- Other projects (if request is approved)

## What We Provide

- Consultation regarding type of design, and recommendations of type of layout
- A digital design and limited revisions after a thorough consultation

## What We Do Not Provide

- In house printing, other than design proofs in either an electronic format (PDF) or printed on standard 8 ½ x 11 paper
- Printing proofs with collation, staples, folding, actual size, etc.
- Hanging, affixing, or otherwise installing printed product in its designated location

## Lead Times

Please allow 2 weeks plus printing time (length of printing time dependent of volume and complexity of printing job) for each individual design piece. Those projects with multiple design pieces (i.e. multiple original flyers, brochures, posters) may require greater lead-time, determined by our department based on the information obtained through the initial consultation.

COS Technology reserves the right to refuse any request that does not allow for the required lead-time.

---

## Submitting Requests

To work with our department on a graphic design product, the first step is to fill out a request form. Please ensure all requested information is completed on the form, to ensure no delays in processing the request. Please allow 1 business day to hear back on your request.

A request form is needed for each type of design piece (i.e. poster, flyer, program), even if it is for the same project name.

## Consultation

The primary purpose of the initial consultation is to work out the majority of the design elements and content that will come together in a design piece. Once your request is approved, a consultation will be scheduled. Please allow for 30 minutes of consultation for each design piece. Those projects with multiple design pieces may require a longer consultation. Please come to the consultation prepared with these pieces of information:

- Draft ideas (i.e. any existing designs, colors, logos, layouts, etc. that portrays the theme you are trying to convey)
- Any additional files (list of names, copy, content, logos, images, etc.) not attached to the original request that you would like to see in the final product
- Media on which to have product delivered, if applicable (CD, DVD, USB, etc.)
- Final Budget – Maximum Estimate

---

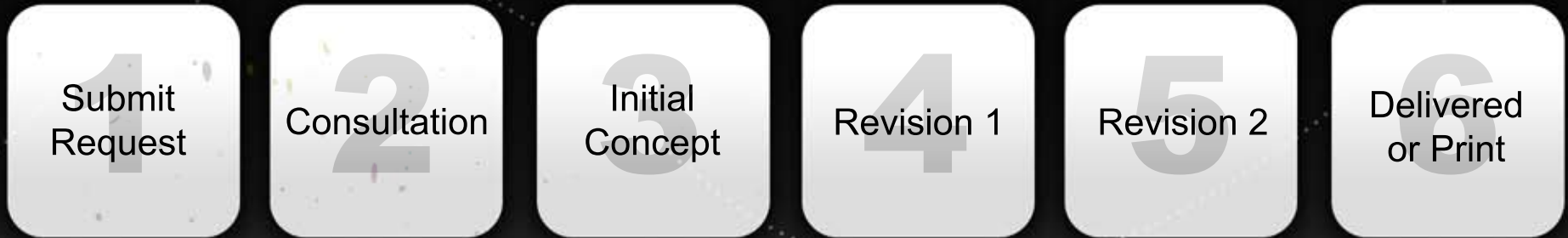
## Revisions

Based on consultation, all individual design pieces have a limit of 3 proofs, with the third being the final product sent to publishing via print, web, or other medium. Revisions after the 3rd revision will require extended lead-time.

## Publishing

- **Print** – While we do not provide any in-house printing other than design proofs (please see “What we do not provide” for details), we will coordinate selecting a printing company, quoting jobs, submitting the final design for printing, and arranging for delivery of the completed print job. If delivery information is not provided, the requestor is responsible for picking up the completed job from the printing company.
- **Digital distribution** – If a graphic design piece does not require printing, we will send the final product via requested method of delivery to the requestor. The requestor is then responsible for any further distribution (via CD, DVD, Email, USB drive, etc).

Please note that all designs must be in compliance with UCF Marketing Standards.



**1** Submit Request form, ensuring all applicable information is completed. Allow for 2 weeks plus print time (1 week for smaller projects, 2-3 for larger projects or projects with multiple pieces)

**2** Once Request is approved, Jorge Ramirez will contact the requestor to set up a ½ hour consultation, with a longer consultation required for those projects with multiple design pieces.

**3** A COS Graphic Designer will schedule the Initial Concept Meeting, displaying possible design(s) of piece

**4** A COS Graphic Designer will schedule the Revision 1 meeting, where final design, content, and layout will be decided

**5** A COS Graphic Designer will schedule the Revision 2 (final) meeting, where final design, content, and layout will be displayed for approval. Revisions after this meeting will require additional lead time.

**6** Final design piece is coordinated for printing or digital delivery to the requestor.

**Total length of time expectations** (from request to final product, following guidelines above):

- 1) Smaller Projects/1-piece - 3 weeks or 15 business days
- 2) Larger/Multiple-Piece Projects 4-5 weeks or 20-25 business days

*\*please note that these are estimations and may be subject to change*