

PRINT AND DIGITAL MEDIA REQUEST FORM

REQUESTS must be submitted at least **five business weeks** prior to the **DUE DATE**.

Creative Services is not permitted to accept incomplete **REQUESTS**. Incomplete **REQUESTS** include text that does not meet university and division formatting guidelines, incorrect dates, incorrect times and/or missing or inaccurate content. Incomplete requests will be returned to the **REQUESTER**. The timeline will begin once the **REQUEST** is submitted correctly.

If the five business week deadline is missed, information may be promoted via departmental website, the university calendar and social media. **SUPERVISORS** may request an exception to the five business week timeline which will be considered by Student Affairs on a case by case basis.

To request an exception, the **REQUESTER** must ask their **SUPERVISOR** for permission. If the **SUPERVISOR** agrees, they must request an exception from the **DIRECTOR** of their department. Exceptions are considered on a weekly basis by **STUDENT AFFAIRS**.

Professional printing may take up to ten business days. Printing is the responsibility of each department and unit. Effectively promoting events requires promotional time of at least two business weeks on screens, web, calendar, social media and various locations throughout campus.

REQUESTER: Jane Doe

The staff member who is requesting print or digital media.

DATE OF REQUEST: 7/29/17 The university uses the *AP Stylebook's* date format: July 29, 2017.

The date the **REQUEST** is submitted. This should be at least five business weeks prior to the **DUE DATE**.

DUE DATE: 8/26/17 Incorrect date format.

The date that the final files will be sent from **CREATIVE SERVICES** to the **REQUESTER**. This should be at least five business weeks after the **DATE OF REQUEST**. If the requested materials are to promote an event, the **DUE DATE** should be set at least two weeks prior to the **EVENT DATE** to allow for promotion of the event. See the **PROJECT TIMELINE** for more information.

EVENT DATE: 8/28/17 Incorrect date format.

If the materials are to promote an event, this is the date the event is occurring. If the event is part of a series, this is the first date in the series. The information in this field is used for **planning purposes only**; the date(s) that need to appear on the print or digital media materials should be specified under **EVENT INFORMATION**.

MEDIA PURPOSE

AUDIENCE: All students Is it? Or is it just Atlanta campus students? Be specific to avoid confusion.

Please specify the intended target **AUDIENCE** of the print or digital media. **Examples:** all students; freshmen; Perimeter College Decatur students; students with disabilities; students, faculty and staff interested in fitness.

It is important that requesters do not assume their audience has prior knowledge of their events. Promotional items should be especially mindful of those who are not in the know.

GOAL: Let people know about it. Try to be more specific. More details will result in a more precise design.

Please specify the aim (**GOAL**) of the print or digital media. **Examples:** recruit as many students as possible to donate blood; inform students of Black History Month events; explain the value of participation in Greek life.

MESSAGE: Talk about alcohol. Talk to who? Is this a structured discussion or a counseling session?

Please specify the idea (**MESSAGE**) that the print or digital media will convey. This is not the place to put text that will appear on the requested media. That content goes under **ADDITIONAL OR SUPPORTING TEXT** on the final page. The message is the general impression that students should receive when viewing the materials. **Examples:** wear blue when donating at the blood drive to win raffle prizes; de-stress from finals at the Counseling and Testing Center's Relaxation Room; the Multicultural Center welcomes people of all identities.



TEXT APPROVAL

COPY APPROVED BY SUPERVISOR: Copy *must* be approved before design can begin. This is to make
COPY APPROVED BY EDITOR: sure that all content is correct so that nothing has to be re-designed or
 edited after the fact. Corrections will reset the five week time line.

The request will not be accepted without edited content that has been signed by both the **REQUESTER** and their **SUPERVISOR**. By initialing, the **REQUESTER** and their **SUPERVISOR** are stating that the content has been edited and approved, and the requesting department will handle any and all changes to the content after this point. Because these projects are created with specialized software standard in the graphic design industry and frequently use custom fonts, it is likely that individual departments will not have the ability to edit the files. Any changes that have to be made by **CREATIVE SERVICES** will reset the **PROJECT TIMELINE**, so it is imperative that the content is approved.

PRINT MEDIA SIZE

Select the final size(s) of all the requested printed piece(s).
 Print media files may only be used for their intended formats.

An example of incorrect file usage would be trying to use a flyer file as a poster, banner, screen ad or web graphic. Using files incorrectly leads to poor quality results (such as stretched or cropped images, inadequate resolution and bad print quality) that do not meet the standards of **STUDENT AFFAIRS**. Because of this, the specific file type must be requested for each use.

Student Affairs' standard **LARGE POSTER** is 25.5" x 33". There are some valid exceptions to this standard size. If a custom size poster is needed, specify the size and reason under the **CUSTOM LARGE POSTER** checkbox.

A **BANNER** must be professionally printed. Printers provide vendor specifications that allow for a technically sound file and final product to be printed accurately. For **CREATIVE SERVICES** to create a proper **BANNER** file, these requirements must be specified in the **PRINT AND DIGITAL MEDIA REQUEST FORM**.

- | | |
|--|---|
| <input checked="" type="checkbox"/> FLYER (8.5" x 11") | <input checked="" type="checkbox"/> HANDBILL (4.25" x 5.5") |
| <input checked="" type="checkbox"/> POSTER (11" x 17") | <input type="checkbox"/> ONE-SIDED |
| <input checked="" type="checkbox"/> LARGE POSTER (25.5" x 33") | <input type="checkbox"/> TWO-SIDED How many sides? |
| <input type="checkbox"/> CUSTOM LARGE POSTER | <input type="checkbox"/> BANNER |
| SIZE: | PRINT AREA SIZE: |
| REASON: | FILE TYPE: |
| <input type="checkbox"/> POSTCARD (4" x 6") | VENDOR SPECIFICATIONS: |
| <input type="checkbox"/> ONE-SIDED | <input type="checkbox"/> OTHER SIZE (PLEASE SPECIFY): |
| <input type="checkbox"/> TWO-SIDED | |

If the department or unit is requesting a **BROCHURE**, **BOOKLET**, **MAILER** or **MARKETING MATERIALS** (any item that will be in circulation for an extended period of time), a meeting must be set up with Gretchen Cannon prior to the submission of the **PRINT AND DIGITAL MEDIA REQUEST FORM**.

MAILER requirements depend on the type of postage and address that will be used. The specifications will ensure the final print media will be able to be mailed in the manner in which it was intended. If the specifications are not met, UPS, USPS, etc. will not accept the item for mailing.

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> BROCHURE | <input type="checkbox"/> BOOKLET |
| <input type="checkbox"/> MAILER | <input type="checkbox"/> MARKETING MATERIALS |

DIGITAL MEDIA SIZE

Select the final size(s) of all the requested digital piece(s).
 Digital media files produced by Creative Services are not intended or approved for printing.

- | | |
|--|--|
| <input checked="" type="checkbox"/> DIGITAL SCREEN AD (72DPI,
1920PX x 1080PX – 16:9) | <input checked="" type="checkbox"/> CALENDAR IMAGE |
| <input checked="" type="checkbox"/> SOCIAL MEDIA AD (72DPI, 1080PX
x 1080PX – SQUARE) | <input type="checkbox"/> OTHER (PLEASE SPECIFY): |



EVENT INFORMATION

The following is key to successfully promoting the requesting department's programs or events.

The **EVENT TITLE** should be clear and concise in order to communicate the **MESSAGE** effectively to the audience.

Event details such as **DATE** and **TIME** must be verified for accuracy prior to submitting a **PRINT AND DIGITAL MEDIA REQUEST FORM**. Completed print or digital designs will not be edited to accommodate for incorrect program or event information without a full reset of the **PROJECT TIMELINE**.

The **LOCATION** should clearly explain to the **AUDIENCE** where the program or event will be held and may differ from the department's location.

EVENT TITLE: **Drinking 'til you Drop** The Division of Student Affairs represents the university and must avoid language that may be perceived as biased or offensive.

DATE(S): **8/28** Please use the correct date format. The year is also necessary.

TIME(S): **2:00 PM - 3:00 PM** The university uses the *AP Stylebook's* time format: 2 – 3 p.m.

LOCATIONS(S): **55 Gilmer St** What building? What room?

DEPARTMENT CONTACT INFORMATION

The hosting department's contact information will be displayed on the final media to direct the **AUDIENCE** to the **DEPARTMENT LOCATION**, **PHONE NUMBER**, **WEB ADDRESS** and social media accounts (such as **FACEBOOK**, **TWITTER**, **INSTAGRAM**, and **OTHER** platforms) of the department or unit. **Following university formatting guidelines is mandatory.** For example, the university uses hyphens in phone numbers (404-413-XXXX).

DEPARTMENT NAME: Example

FACEBOOK:

DEPARTMENT LOCATION: Student

TWITTER:

Center East, Suite ###

INSTAGRAM:

PHONE NUMBER: 404-413-####

OTHER (PLEASE SPECIFY):

WEB ADDRESS: [REDACTED]

This must be included. Don't include http://. Make sure copy and paste into a web browser to test.

ADDITIONAL VISUAL ICONS YES NO

Please note if requested media should include additional company logos or icons, e.g. the Red Cross.

REQUESTING DEPARTMENT HAS PERMISSION TO USE ADDITIONAL VISUAL ICONS: YES NO

No permission? Then the additional icons won't be used. This is for legal protection.

If the requesting department is using **ADDITIONAL VISUAL ICONS**, such as the Red Cross' logo, written permission must be provided from the company permitting use of the logo.

REQUIREMENTS

SUPPORTED BY STUDENT FEES: YES NO

Supported by Student Fees and studentaffairs.gsu.edu must be displayed on completed print or digital media if the program or event has received any monies from student fees.

ADA LINES INCLUDED: YES NO **The ADA line is not optional when promoting an event.**

ADA lines must be included on all promotional and marketing pieces that invite students to participate in an event.

COLLABORATIONS

COLLABORATORS:

Any other departments, organizations or units with which the requesting department is collaborating.

DEPARTMENTAL LOGO TO BE USED IN CASE OF COLLABORATION:

If the requesting department is collaborating with another department, organization or unit, indicate which logo will be displayed on the completed requested media. If two or more departments cannot choose which logo to use, the Division of Student Affairs logo will be used and the supporting areas will be listed as collaborators.



PROJECT TIMELINE

BUSINESS WEEKS TO EVENT: 4 weeks The request must be submitted *at least* five business weeks ahead.

This is measured from the **DATE OF REQUEST** to the **EVENT DATE** specified on the first page.

PRINT TIME: 1 day

Professional printing may take up to ten business days.

PROMO TIME: If this had been calculated properly, it would be clear that even if the design were finished in four weeks, there would be *no* promo time.

Effectively promoting events requires promotional time of at least two business weeks on screens, web, calendar, social media and various locations throughout campus. Please plan ahead for adequate promotional time. Keep in mind that a business week is five days, not seven.

PROMO TIME = **BUSINESS WEEKS TO EVENT** - business weeks between **REQUEST** and **DUE DATE** - **PRINT TIME**

Example:

2 business weeks **PROMO TIME** = 9 **BUSINESS WEEKS TO EVENT** - 5 business weeks - 2 business weeks **PRINT TIME**

i.e. To have a little under two business weeks of **PROMO TIME**, if you know for certain that printing will take two business weeks and that it will take five business weeks from the **DATE OF REQUEST** to receive the files, you would have to make your request about **nine business weeks** from the **EVENT DATE**.

IMAGES PROVIDED YES NO

Select **YES** if the requesting department has imagery that must be included in the final print or web media. High-resolution imagery must be attached with detailed information instructing designers on imagery usage. In order to meet division standards, some imagery may not be used.

REQUESTING DEPARTMENT HAS PERMISSION TO USE IMAGES: YES NO

No permission? Then the additional images won't be used. The university does not use others' intellectual property without permission.

If the requesting department is using an image, the image must be owned by the department, downloaded from the university archive, purchased from an image bank or the requesting office must have written permission from the owner to use the image. For legal protection, images will not be used without adequate permission.

ADDITIONAL OR SUPPORTING TEXT:

We want you to come talk about drinking with us. Drinking what? Talk with who? Will there be a moderator? Don't use pronouns like "we" and "you." The division prefers to use business professional language. Try replacing "we" with the department's name and "you" with students, and remove "us" entirely.

The requesting department must clarify exactly what is to be put on the media. Information can include a title, body text, supporting text, and any other information needed for the media. In order to meet division needs, content may be edited by Creative Services. Creative Services will inform **REQUESTER** of changes made.

DESIGN CONCEPT SUGGESTIONS OR IDEAS:

Use a lot of red and make it really bright. The university's guidelines stipulate that red should only be used as an accent color. "Bright" is a subjective concept that can be interpreted differently depending on context. Creative Services' role is to ensure that each item meets university and division guidelines and standards.

Please attach design inspiration, suggestions or any additional details the requesting department would like the media to include.

Creative Services has the responsibility to modify artwork and copy to ensure technical soundness of media files and maintain the integrity of the university and the **DIVISION OF STUDENT AFFAIRS** brand.

