**Office of Marketing and Communications**

**Graphics Center**

**Request for Design and Fine Printing**

**Please Note:**

1. Requested projects require 14 - 21 business days for completion, not including proofing time.
2. If you request a project, you will be fully responsible for final approval of all content and copy.
3. Please submit complete content and copy, free of grammatical and spelling errors and style problems, along with any professional photos or graphics you would like us to consider including.
4. The Office of Marketing and Communications will make every attempt to complete work as scheduled. Delays may occur if there are urgent requests from the board or College leadership.
5. Graphic designers and the director of Marketing and Communications will retain final discretion on all designs.

Today’s Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_ Requested Job Completion Date \_\_\_\_\_\_/\_\_\_\_\_\_/\_\_\_\_\_

Requestor’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_E-mail\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ext.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Division/Department/Office\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Planning**

We recommend you contact the Office of Marketing and Communications at ext. 6800 or via email at rdelong@hfcc.edu to schedule a consultation. This conversation can be helpful to clarify your goals regarding design and printing requests, and to make sure you are effectively connecting with your target audience.

The Graphics Center timeline for fine design and printing requests is 14-21 business days, depending on existing workload. More complex projects such as booklets and catalogs may require a month or more, depending on scheduling, project priority, and staff availability.

**Note: You will be asked to review a proof for typographical corrections only.** Significant revisions and requested design changes will extend your project’s timeline. You will receive up to three (3) total proofs, including final proof.

1. **Project Rationale**

Please provide a summary:

A) What is the primary **audience** for your project?
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

B) What **actions** **do you want your primary audience to take** after they receive / read / review your materials?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

C) Do you have any **specific concerns** about this project, or is there anything we should know before we begin?

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**Material Type**

Please indicate with a check type of material by noting quantity of each. Direct all questions to the Office of Marketing and Communications via email at communications@hfcc.edu

Brochure \_\_\_\_\_\_\_\_\_ Size \_\_\_\_\_\_\_\_

Postcard \_\_\_\_\_\_\_\_\_ Size \_\_\_\_\_\_\_\_

Flyer \_\_\_\_\_\_\_\_\_ Size \_\_\_\_\_\_\_\_

Signage outdoor 17 x 24 \_\_\_\_\_\_\_\_\_ Mount on foam board \_\_\_\_\_\_\_\_ Laminate \_\_\_\_\_\_\_\_\_

Poster 11 x 17 \_\_\_\_\_\_\_\_\_ Mount on foam board \_\_\_\_\_\_\_\_ Laminate \_\_\_\_\_\_\_\_\_

Poster 17 x (up to) 44 \_\_\_\_\_\_\_\_\_ Mount on foam board \_\_\_\_\_\_\_\_ Laminate \_\_\_\_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_\_

1. **Photography Services**

Photography services are available on a limited basis. Please inquire first with Marketing and Communications for availability before submitting this form for approval.

 If you require photography services, **check this box** and please note the following guidelines:

1. Requestors must provide notice of photography needs a minimum of five (5) days to the Office of Marketing and Communications. We will need a list of the kinds of photos you prefer, and how you plan to use them.
2. Individuals appearing in photographs must sign a media release for the use of their image. Email communications@hfcc.edu to obtain this form.
3. Individuals appearing in photographs should avoid wearing bright white shirts or tops.
4. Individuals must be well groomed, even in casual settings.
5. Jewelry should be tasteful and minimal.
6. Do not wear hats or clothing with logos or taglines from other colleges and organizations. Avoid clothing containing *any* quotes or taglines unrelated to HFC. Photos with clothing containing political, religious, or similar promotions will not be used in any HFC materials, and any such photos will be deleted from our photographic archives.
7. Smile and show your enthusiasm for HFC.
8. **Approvals**

All requests require approval from your divisional vice president. Some requests may also require cabinet review.

Divisional Vice President \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Today’s Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Some projects will require cost-sharing from the requesting department:**I would like to review the estimated cost of this project prior to final project approval Yes No

1. **Distribution Directions**

Please distribute/deliver the completed materials to:

Admissions and Recruitment \_\_\_\_\_\_\_\_\_\_ First Class Mail \_\_\_\_\_\_\_\_\_\_\_

Welcome Center \_\_\_\_\_\_\_\_\_\_ **Note:** mails in 1-2 days; costly; requires VP approval.

East Campus \_\_\_\_\_\_\_\_\_\_ Bulk Mail \_\_\_\_\_\_\_\_\_\_\_

Other (specify bldg/room) \_\_\_\_\_\_\_\_\_\_ **Note:** requires zip-code order; takes 3-5 days to mail; less costly;

 minimum amount of 200 or more required.

 Business reply \_\_\_\_\_\_\_\_\_\_\_

 External Mail Service \_\_\_\_\_\_\_\_\_\_\_

**For Graphics Center Use Only**

No. of Pages: \_\_\_\_\_\_\_\_\_\_\_ Quantity:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ink Colors: A:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ B:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Press sheet size: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No. up: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Stock: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Band: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Drill: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Collate Folded: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ GBC Bind: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Saddle Stitch: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Tape Bind: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fold: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Finish Trim: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pad: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Finished size: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Designer Assigned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Electronic File Supplied: **❍** Yes **❍** No

All Graphics and Photographs Received by Graphics Center: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1st Proof Sent: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_ 1st Proof Returned: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_

2nd Proof Sent: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_ 2nd Proof Returned: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_

Final Proof: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_ Final Proof Returned: \_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_

To Film: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_

To Press: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_

Bids Submitted: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_

Outside Printing Vendor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Files to Printer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Press Completion: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_

Delivery Date: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_