Print Publications from Start to Finish

Why can't I have anyone I want to design my publication?

It is important that DelVal's printed materials present an image consistent with the high quality of the College's faculty, students, and programs. As stewards of DelVal’s graphic identity, the Office of Communications and Public Relations is in the best position to design publications that meet this objective.

What services does the publications staff provide?

The publications staff provides:

- Project conceptualization/strategy (for both print and electronic media). Does your piece accomplish its intended goal? The publications team can help you develop an overall communication strategy to ensure that your message is being conveyed as effectively as possible.
- Editing. Unsure about comma placement? Wondering if a few of your paragraphs should be reordered? We will also make sure that it conforms to the DelVal style for the most effective message.
- Design. Whether you need a completely new design or simply a minor revision to an existing one, the publications staff is here to help you. We can assist you with all the design details--from creating initial design concepts, to selecting papers and inks, to choosing special binding options.
- Print coordination. Put those Yellow Pages away. The publications staff maintains relationships with numerous top-quality printers around town. We'll make sure you get a great product at a competitive price.
- Consultation (for both print and electronic media). If you have a print or Web project in mind but don't know where to begin, make a call to the office of Communication and Public Relations. We will set up a meeting to discuss your ideas and formulate a plan of action.
- Photos, slides, and illustrations. The Office of Communication and Public Relations maintains a library of photos, slides, and illustrations that may be appropriate for your printed publication or Web document. Working together, we will select image(s) that reinforce the messages of your piece.

What are the steps in the publications process?

1. Once your copy is written and approved by the appropriate supervisor/s, call the Communications and Public Relations Office to initiate your project. If you need assistance before writing your copy, feel free to contact our office for a consultation meeting.
2. Set up a mutually acceptable time for the intake meeting.
3. At the intake meeting, submit copy according to publications guidelines and discuss project details and timeliness.
4. The publications staff edits and designs your piece according to the schedule outlined in the intake meeting. (If editorial questions arise or if the piece needs
extensive copy revisions, the editor will consult with you before your manuscript enters the design phase.)

5. Review and sign off on your project before it goes to press. You will see a layout, or proof, of your project before it is printed. You and your department are responsible for proofreading and confirming the accuracy of all copy. All proofs include an approval stamp for your signature.

6. Approve the project bid. The publications staff will ask you to approve the printer's bid before the project goes to press.

7. Wait for delivery. After we release artwork to the printer, you will usually receive delivery of your piece in approximately three weeks.

How long does it take to complete a project?

Production schedules are confirmed and work begins when the Communication and Public Relations publications staff receives final manuscript copy (an electronic version plus a hard copy).

The time we need to complete a project depends on such factors as job complexity, degree of copy editing, routing and approval time, special photo or illustration needs, and workload. We also schedule around college holidays and your availability to review proofs. In general, we follow these guidelines:

- Revision of an existing piece - 4-5 weeks
- New project or substantial revision - 6-8 weeks
- Book-length piece - 3-9 months

Note: Schedules begin when we receive final approved copy and end on the date the printed piece is delivered to campus or a mailing house.

When you meet with the Publications staff, you will need the following:

- Final approved copy (hard copy and an electronic version)
- Background information on the project, with particular attention to the publication's purpose and intended audience
- Quantity to be printed
- Distribution details (e.g., quantity with and/or without indicia, quantity with and/or without tabs or glue spots)
- Budgetary guidelines
- Account number for billing
- Target delivery date
- Delivery instructions
- Details about your electronic distribution plan, if applicable (e.g., will you need a copy of your piece, or a PDF, for the Web?).
How do I submit copy for a new or substantially revised piece? (Is longhand acceptable?)

Our ability to decipher cursive is sadly limited. Please consult these guidelines when submitting copy:

- Obtain necessary approvals and proofread. Proofread your files (including running a spell check) and get manuscript approval before bringing the file to the Office of Communications and Public Relations. Copy changes requested after the layout has been completed are often difficult to accommodate and may delay your project or incur extra costs.
- Submit both a hard copy and an electronic version.
- Remember that simplicity is key in preparing a manuscript for graphic design. In most cases, any formatting you do will need to be removed by the designer, creating delays in the overall design process. Therefore, please follow these document formatting guidelines:
  - Double-space copy.
  - Avoid the extraneous use of tabs.
  - Do not use the space bar to align columns, indent second lines, etc.
  - Use a single space after punctuation, including periods.
  - Use capitals and lowercase throughout the text, including headings. Do not use ALL CAPS.
  - Eliminate unnecessary returns. Do not justify right margins.
  - Do not put in horizontal or vertical rules (frequently used in forms, for example). In all cases, rules will need to be redone once the file is loaded into the graphics program.
  - Make an electronic backup of the document for your files.

Some Helpful tips to help you proofread your document:

Beginning Your Project:

- Take into consideration other jobs on your desk during production, vacation schedules and other work responsibilities when looking at timelines for completion.
- Know your own typical mistakes. Before you proofread, look over papers you have written in the past. Make a list of the errors you make repeatedly.
- Let someone else unfamiliar to the job look at it (a spouse, someone in a different department) does it make sense to the outside world.

Making Your Revisions

- Use proofreaders marks
- Tab pages with changes
- Put arrow in margin to indicate changes
- Use a red pen
- Clearly print changes, unclear directions, guessing or phone calls creates delays
• Please provide all changes in one place all at once and given to us in 3 clear sets of revisions. Sending bits and pieces of changes allows more errors to occur, scheduling problems and room for miscommunication.
• If changes are sent over in an e-mail give page #, paragraph, and column line #
• If text revisions are needed please provide a digital document if longer than three sentences'.
• Please spell check document, check caps, caps usage and content before you give it to us.
• Proofread once aloud. This will slow you down and you will hear the difference between what you meant to write and what you actually wrote.
• Is all contact information included?
• A clean document allows us to proof your job more thoroughly if we are not making those changes.
• Remember that editing isn’t just about errors. You want to polish your sentences at this point, making them smooth, interesting, and clear. Watch for very long sentences, since they may be less clear than shorter, more direct sentences. Pay attention to the rhythm of your writing; try to use sentences of varying lengths and patterns. Look for unnecessary phrases, repetition, and awkward spots.

I have only minor changes to an existing piece--do I need to retype the entire document for the publications staff?

If your changes are minor, simply mark up the existing piece with your edits. If your additions are more than one or two sentences, please type them on a separate sheet of paper, labeling them A, B, C, etc., and noting their placement on the existing piece. In this case, you will also need to provide an electronic version of the edits to avoid rekeying in our office.

Will I get to see a copy of my piece before it is printed?

Absolutely! Before your project is scheduled to go to press, you will see a proof of the piece to make any necessary corrections. Please mark your changes directly on this proof in a highly visible ink color.

At this stage, you should have relatively minor changes. If extraordinary circumstances dictate major revisions, we will work out a new schedule with you.

We normally allow two days for proof review. If you anticipate needing more time for this step, please mention it during the intake meeting so we can schedule accordingly.

What if my piece needs photography or illustration?

If your budget permits photography and/or illustration, the publications team will contract with a freelance photographer or illustrator on your behalf. The Office of Communication and Public Relations also maintains an extensive photo and slide library for use in these situations.
What do I need to know about determining quantity?

- The publications staff can easily provide bids on a range of three quantities for comparison purposes.
- In the world of printing, larger quantities generally result in a cheaper per-piece cost than smaller quantities. If you're on the fence about two quantities, it usually makes sense to go with the larger one. You may also be able to save money by thinking ahead and printing a multiyear supply or printing your job with another in our office. The publications team will help you assess your options.
- Quantity should be planned carefully and stated clearly, allowing for your needs in addition to 35 samples for the Office of Communications and Public Relations. If you are using a mailing house, you should probably increase your quantity by 20 to 30 pieces to compensate for any spoilage.

What if I miss my copy deadline?

We will adjust the end date of the project accordingly. For example, if your copy is two weeks late, the project delivery date will be two weeks later than originally scheduled.

What is the key to the process?

_Collaboration._ We strive to create publications that meet your needs and budget while representing the College's desired image. In turn, we ask your cooperation in submitting copy and returning proofs. It's truly a collaborative effort. We look forward to working with you.