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**Campus Printing Services**

*MWSU*

*Wilson Hall. 112*

*271.4236*

*fax 271.5620*

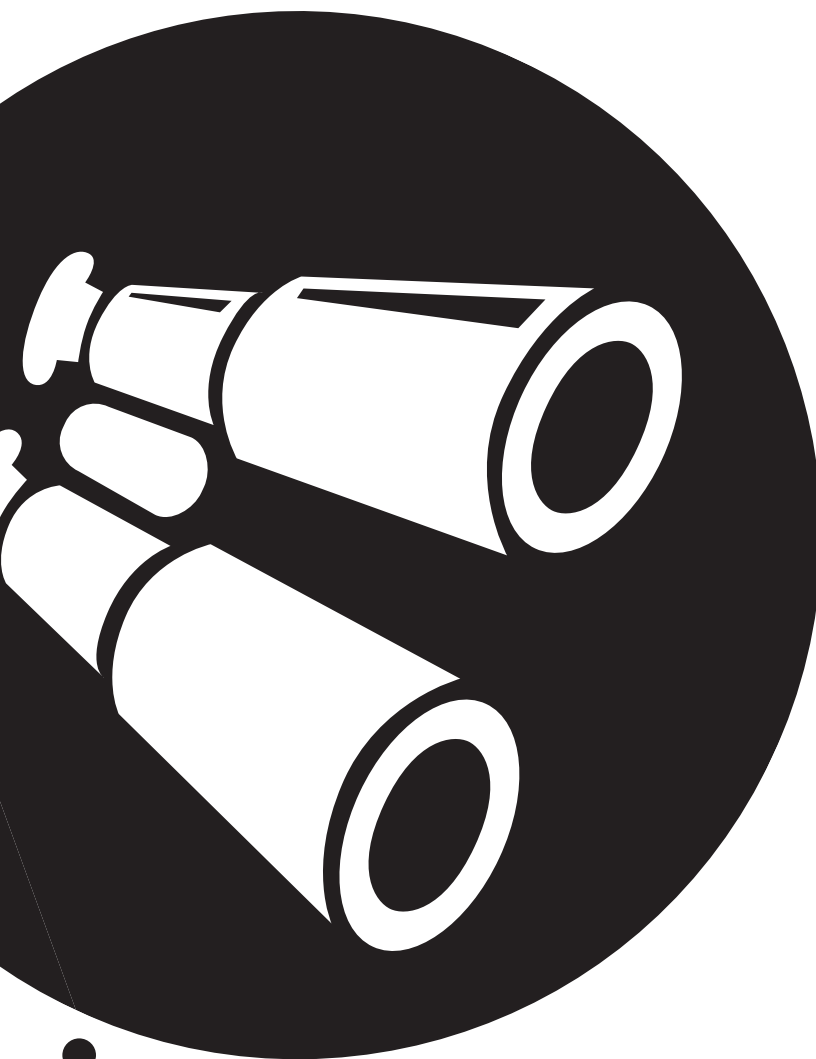


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take a closer look

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**discover** Campus Printing Design Services



a manual on  
**design services procedures.2006**

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## **Campus Printing Services**

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## take a closer look @ **Campus Printing Design Services**

We have grown as Western has grown.  
We create the images, materials and  
brand graphics that portray Western.

### **Our professional designers create items such as:**

Admissions Viewbook and  
recruiting materials

Athletics sport season posters

Max the Griffon logo

President's holiday card

Foundation Annual Report

Western Magazine

#### **Mission**

To support Western's goal for  
image and branding, providing expertise for quality  
product through printing and design, while  
providing a cost-savings benefit.

#### **Vision**

Our team will be respected for our  
specialized talents to produce high quality,  
effective products which support Western's success.

## procedures for design

We always make every attempt to accommodate each request and often we can produce work quicker as time allows. Keep in mind though, that Campus Printing has many customers and a large volume of work. All of our customers are important to us (really), and if we have to continually drop what we're doing to attend to a "poorly planned job" (you know who you are), it affects everyone.



## ideas

Before CPS can start on a design for your project you need to answer the following questions. These questions help determine if you're best served with a postcard or a brochure, a booklet or a newsletter; if its 1 color, 2 color or full color; and paper and size specifications.

- 1. Who is the target audience?*
- 2. What goal is the publication to accomplish?*
- 3. How many copies of the publication will need to be printed?*
- 4. What is the budget for this publication?  
What dept will be charged (what account)?*
- 5. Will photographs be utilized? Or are there existing, good quality photos?*
- 6. Will the publication be mailed by itself, or in an envelope?*
- 7. When is the publication needed?*

- **Allow sufficient time for the publication process.** Generally, you should allow two weeks for design and production of completed manuscript text and two weeks for printing. Large publications require more time; simple ones may be done in less time. Take into account the CPS's holiday downtime and busy periods (summer, semester start).

- **As soon as you have a publication in mind, call to make an appointment with a member of the design staff.** Bring general answers to the above questions, text in electronic format, any photos you have, possible samples of publications you like, and anything else that will help the process. We can help provide you with a timeline and cost estimates before we start on your project.
- **CPS DOES NOT generate the text, edit or proof text.** Public Relations (x5651) can assist in that area if you'd like. However, if you choose to write the copy, Public Relations should be contacted to proof to ensure a consistent style is used in college publications. **All text should be in its final form (have EVERYONE proof it several times before it comes to us), so the proofing from CPS only entails minor changes. Have your text in final form on CD/jump drive/email etc - we do not accept floppies - before CPS does any design.**



## design

- We will mock up idea for you to proof, and provide price estimates (if required). Please do not call us with changes or e-mail lists of changes, because this runs the risk of miscommunication and error. We will make any changes marked and provide you with other proofs until such time that you are satisfied with the content and design. You will be required to sign your approval on a form, and thereafter CPS is not responsible for any typographical or production errors that might result in the finished piece.
- Changes made late in the process or changes that affect the design can delay your project and create additional costs to you. Generally, the later or more extensive the change, the more expensive the change.



## printing

- If your job can be completed within the print shop's ability, it will be printed on campus. This decision is based on many factors, quantity, price and delivery time are the most important. Otherwise, a job will be sent off campus to a print vendor (generally black and white, simple 2 color, small quantity full color jobs can be done in house).
- Because not all printers can do all jobs with equal skill, CPS chooses the off campus printer best suited to the design, quality, budget, and deadline of your job. We will do ALL bidding, correspondence with the printer and purchase orders. Your account will then be charged back when the project is complete.
- Printing off campus usually takes 10 days to 14 days, depending on the complexity of the publication. Any changes made after the job has been sent to the printer may increase your cost significantly.



## FAQs

How many of my publication should I print?

It's important to give a lot of thought to quantity. As a general rule, the price per piece decreases with the number of copies you print. Changing the quantity once your project is in production can affect schedule and price. (Once a printer has ordered the paper for your project, for example, you will delay your delivery by increasing the print quantity.)

Another important consideration is the shelf life of your piece; if the material is not time-

sensitive, you might want to order enough copies to keep on hand after initial distribution.

What about digital photo/image quality?

Photos (or any image created in Photoshop) must be 300 dpi or more. Photos taken off the web are not high enough resolution for print. No amount of “magic” will make them look good. If you need photos taken, we can help you schedule a photo shoot, and the costs are charged back to your dept. We do not accept floppy disks (our computers are not equipped to handle them); any information that fits on a floppy disk will fit in an e-mail attachment.

What do your production services cover?

We produce more than 300 publications a year using many printers across the St. Joseph /KC area. This volume gives us the purchasing power to provide you (and the college) with cost-effective prices for high-quality print production. Experience has shown that when we do not work directly with the printer, the resulting piece falls short of client expectations.

Does CPS have to design my publication?

No. But, if you are designing the publication, this does not always mean quicker turnaround time. You are welcome to design your own publications, but if they are not done to our specifications, you may be charged more and it doesn't necessarily make production quicker. Depending upon the audience, it also may be approved by CPS and/or Public Relations before it is printed.

Do I have to use CPS to have my publication or promotional item printed?

It depends on what it is. All printing (ink on paper) HAS to come through CPS, whether we design it or not. Promotional items (tee shirts, mugs, lapel pins, window clings, etc) do not. We offer those services as a time saver for you.

## Why does Public Relations need to be involved in my publication?

To ensure a consistent style is used in college publications, any publication costing over \$500 has to be approved by PR. We want Western to be represented accurately, and to incorporate our brand mission with every impact piece.

### Sample Project Schedules design and print

#### BROCHURE\*

##### **Approximate time needed: 13 working days**

Layout .....	3 days
First proof review .....	2 days
Revisions .....	2 days
Final review and client's sign-off .....	1 day
Printing/ folding/ delivery of job .....	4 days

\* based on one-color printing, 8-1/2" x 11" , folded in thirds, with client supplying text and photos in beginning of process

#### INVITATION PACKAGE\*

##### **Approximate time needed: 11 working days**

Layout .....	2 days
Client reviews .....	2 days
Design revisions .....	2 days
Client's final review and sign-off .....	1 day
Printing/ folding/ delivery of job .....	4 days

\* based on one-color printing, 2 sided folded card, outer and inner envelope and reply card

#### FULL COLOR BOOKLET

##### **Approximate time needed: 7-8 weeks**

Concept development; design direction; gather photography; bid with vendors .....	1 week
Layout .....	1 week
First proof review .....	4 days
Revisions .....	3 days
Second proof review .....	2 days
Final revisions /Client's sign-off .....	2 days
Release to off campus printer and deliver printed project .....	2-3 weeks

***These times will vary based on itmes such as finishing required (folding, scoring, stapling) and quantity.***