

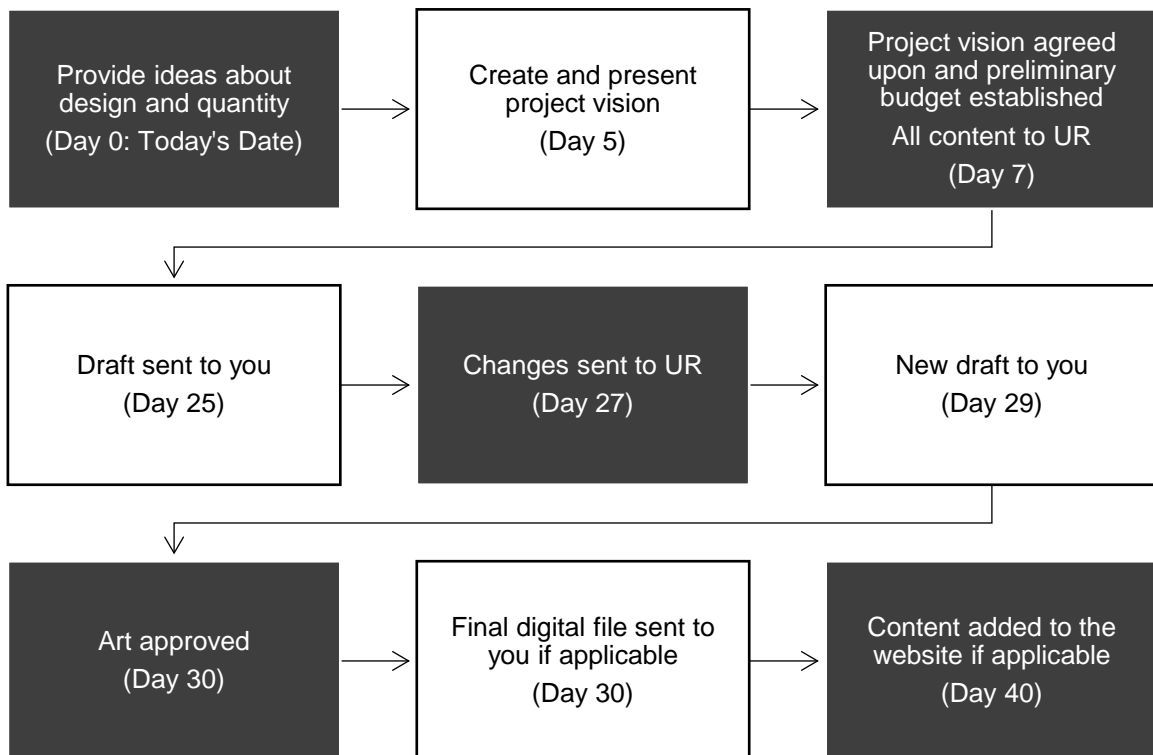
Digital or On-Campus Project Guidelines

Timeline

The chart below illustrates the process for completing a professionally printed project without a mailing list. Please note a few details:

- University Relations *cannot* complete later tasks if earlier tasks are incomplete
- There are deadlines for completing each task; please add these to your calendar
- Delays may affect later tasks

Filled boxes = your tasks



Project FAQs

What guidelines should I follow while planning this project?

Avoid headaches and project delays with these tips:

- Make sure you know whether you want a **.jpg file or .pdf file**
- **Streamline** content as much as possible and remain **brand compliant**
- Plan to send event save the dates to your audience **10-12 weeks in advance**
- Plan to send event invites to your audience **six weeks in advance**

The Project Manager can provide more specific guidelines at your request.

How can I keep track of this project's status?

University Relations uses a project management tool called Smartsheet. This tool allows you to check the status of your project and approve proofs in one easy place. You can access Smartsheet online, via email, or via Microsoft Teams.

After you submit your Ask University Relations form, the Project Manager will walk you through Smartsheet.

What can I do with my digital file?

You may use your file for any purposes that University Relations has approved in writing, including web publication, email content, or printing with campus printers.

A few thoughts on your files and campus printing:

- With very few exceptions, digital files will be locked when you receive them, so you will not be able to make your own edits
- You are only encouraged to print approved *on-campus* promotional pieces on our campus printers (this usually means you are giving the piece to current students or faculty and staff)
- Printing on campus printers will include a margin of white around the edges that professional printing does not