Completion of this form is required for any request of graphic services from the Department of Marketing and Communications. Submit this form to Nancy Commella, communications manager, 230 Third Avenue, Patterson Building; ext. 4764; ncommella@pointpark.edu. Stationery (business card, letterhead, envelope, note card and memo pad) requests should be submitted on the Printing and Office Services Stationery Requisition form and forwarded to Don Pastorius, print shop coordinator, ground floor, Thayer Hall, ext. 3817; dpastorius@pointpark.edu. Both forms can be completed online and are available on the University's Marketing and Communications intranet site under online forms. They are also available as PDFs for manual completion.

Please refer to the Marketing and Communications intranet site or page 2 of the PDF version of this form for submission guidelines and outline of the graphic process. THERE IS NO CHARGE FOR DESIGN SERVICES. There is a charge for printing.

Marketing and Communications provides the following graphic services: design of advertisements, brochures, booklets, email blasts, fliers, forms, invitations, newsletters, plaques, posters and signs, slide presentations, photographic scanning and photos from our archives. We also can arrange for photos to be taken.

TITLE OF PROJECT: ________________________________________________

Format: (Ad, brochure, etc.) ____________________ ☐ Repeat job? Describe: ________________________________________________

DESCRIPTION OF PROJECT: ________________________________________________

Target Audience: ________________________________________________ Quantity: ________________________________________________

Photographs: ☐ Yes ☐ No ☐ New photographs (Please complete a Photography Request Form)
☐ Photos from Marketing and Communications files ☐ Client will provide photographs (Please identify photographs)

Will you require editorial/writing assistance? ☐ Yes ☐ No (Please include details) ________________________________________________

How will this piece be distributed? Is it a self-mailer or will it fit into a standard-sized envelope (e.g., #10, 9 x 12, etc.)?
☐ First Class ☐ Bulk ☐ Campus Mail

Do you want the information placed on Point Park University’s web site or distributed electronically? ☐ Yes ☐ No
☐ Internet ☐ Intranet ☐ Event Web Site ☐ Micro Site ☐ Email Blast ☐ PDF Attachment

Deadline for completion/printing of publication. (Please read submission guidelines on reverse side.): Month ________ Day ________ Year ________

Budget #: ________________________________________________ Your estimated budget: ________________________________________________

List all persons who will have to sign-off on proofs. A proofing slip with all names of sign-offs will require signatures to advance the publication project to the next step in the process. If we send a pdf proof, an e-mail approval is necessary. The client is responsible for final proofing.

Contact Person ____________________________________________ Department __________________ Date ____________

Phone No. __________________________ Email __________________

Signature of Director/Coordinator: ____________________________ Marketing and Communications proofer (not for client completion):

Nancy Commella will confirm submission of your Graphic Services Request Form, which is necessary for initiation of your job. She will call or email you with any questions she might have about your job.
SUBMISSION GUIDELINES: In addition to a completed Graphic Services Request Form, all copy for your project must be submitted to communications manager Nancy Commella via email in a word processing format (preferably Word).

- Text submitted in Microsoft Publisher is not acceptable.
- Please do not format your copy. Font selection should be the default font Times.
- Do not use repetitive tabbing, extra spaces and repetitive hard returns.
- Left justify your text.
- **DO NOT TYPE TEXT IN ALL CAPS.**
- You may indicate on a hard copy suggested text formatting, spacing, paragraph style, all caps, etc.
- Digital art, logos, etc. should be in EPS, TIFF or JPEG format.

All copy or other materials necessary to complete the project must be submitted with the request form. **Partial submission of copy and/or original art will delay initiation of your project.** In addition to completion of this form, you must collaborate with the communications manager and/or the director of publications to review this form and the materials being submitted.

PROOFING: The project’s contact person/department is responsible for proofing the job submitted for graphic services, and for correcting and accepting copy and graphics. A signature on the proofing form by all those listed as proofers will indicate acceptance of all copy and graphics. **The project will not be printed until Publications has received a signed proof by all those indicated on the form.** Publications is not responsible for mistakes discovered after your job had a final proofing form signed and the job was printed. **Continuous changes resulting in multiple proofs being sent to you will alter your project’s deadline, delaying its completion date.**

DEADLINE: Minimal turnaround for graphic services is three weeks (15 business days), **which does not include printing (another two weeks) nor does it include mail/email/intranet distribution.** The project’s simplicity or complexity can decrease or increase the normal turnaround. A request for graphic services less than normal turnaround (rush) could require additional approval from a senior staff member of marketing and communications. A rush job could require an outside printer, which will increase costs. Month, day and year of deadline is required—**ASAP is not acceptable.** Deadlines must reflect actual date when project is needed, and communications manager Nancy Commella will confirm with you (the client) whether your deadline can be met.

STEPS TO THE DESIGN/PUBLICATION PROCESS

- Client discusses job with communications manager Nancy Commella who assists client with completion of a Graphic Services Request Form.
- Nancy confirms initiation of the client’s job via email or by phone. The job might require further consultation with the director of publications.
- Assigned designer completes a layout/design and sends a hard copy proof or PDF to client for review along with a proofing tag to be signed by all those indicated on the form who are proofers. An email clearly indicating approval of the proof is also acceptable.
- Client returns marked up proof to designer for changes, corrections, deletions or additions along with proofing sign-off.
- Designer completes changes to design and returns corrected proof and original marked up proof for final look by all proofers. Client and all proofers must sign proofing form for the job to move onto production. If printing is required, a Print Requisition Form, available on the intranet, must be completed and submitted to Don Pastorius, print shop coordinator, Thayer Hall, ground floor; dpastorius@pointpark.edu; 412-392-3817.