

# Working with Creative Services

These guidelines are a blueprint for the development and production of CMC publications, outlining how CMC's Creative Services Department can use language and design to communicate effective, project-specific materials and steward clear, consistent messaging of the College—all the while leveraging cohesive, centralized vendor relationships to achieve excellent service and competitive pricing.

## The Role of Creative Services

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### Creative Services will coordinate the development and production of:

- Communication campaigns and programs
- Newsletters
- Brochures
- Invitations, announcements, save-the-date postcards
- Advertisements
- Stationery, business cards, and labels
- Binders and folders
- Certificates and forms
- Name tags and place cards
- Signage/posters/tent cards
- Communication campaigns and programs
- More

### Creative Services can assist with:

- Developing concepts
- Defining audiences
- Scheduling production and delivery
- Determining quantity
- Setting a budget
- Choosing a format
- Securing photography
- Negotiating contracts with external vendors
- Copyediting
- Proofreading
- Approving printer's proofs
- Managing print production
- Tracking progress
- Accounting

## Best Practices for Clients

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- Choose a project manager.
- Set a realistic timeline with sufficient advance notification.
- Define and clearly communicate your expectations.
- Secure all the necessary approvals.
- Proofread for factual content.
- Ask questions.
- Stay in touch.
- Provide advance notice of upcoming jobs.
- Create consensus on priorities, goals, scope, and resources.

### Questions to Consider

- Who should be involved in the planning process?
- Who has permission to give final approval for production?
- Who is the primary audience? Are there other audiences to reach?
- What's the budget?
- What's the deadline?
- What are the major content areas?
- How should the information be structured?
- How will the piece be used?
- How will the piece be distributed?
- What quantity will be needed?

For more information or to schedule an appointment, please contact Katherine Griffiths, Director of Creative Services at [kgriffiths@cmc.edu](mailto:kgriffiths@cmc.edu) or x18321 or Kevin Bostwick, [kevin.bostwick@cmc.edu](mailto:kevin.bostwick@cmc.edu) x76128

# Graphic Design Request Form

The Office of Public Affairs & Communications offers design, layout, and project management through the Creative Services department. To request graphic design services, please provide us with the information requested below. *No work will begin until an initial planning/concept meeting has been scheduled.*

**Project Title:**

**Date Due:**

**Date Requested:**

**Budget:**

**Name:**

**Department:**

**Phone:**

**Email:**

**Billing Account Number:**

**Initial Meeting Date:**

**Approval Required:**

**Type of Project:**

Brochure  Invitation  Program  Newsletter  Advertisement  Other (please specify):

**Brief Project Description:**

**Printing:**

Black & White  2-Color  4-Color  Pantone Colors  Special Instructions:

**Quantity to be Printed:**