Marketing Design Process

You need a marketing piece designed for an <u>EXTERNAL</u> audience (off-campus)*

* Requests for projects internal to campus will be accepted based on workload at time of request. MMR & the Art Director reserve the right to refuse any/all requests.

If you know what you want & have all of your content:

Download the request form and when completed, please email it or any questions to Kate Kreiman (kkreiman@emporia.edu).

Send **FINAL** content (photos[†], text/copy, etc.) for your design to Ryan O'Meara (romeara@emporia.edu).

If you have an idea, but need some help with the content (design and/or text):

Contact Kate Kreiman (kkreiman@emporia.edu). MMR will work with you to create a solution that helps achieve your goals for the project. We can provide assistance with writing and photography, in addition to layout and design.

Once content is finalized, it should be sent to Ryan O'Meara (romeara@emporia.edu).

[†] If you have a specific photo or photo idea in mind, please let MMR know when submitting your request. Otherwise, MMR will select a photo based on the messaging and audience. That selection may or may not be able to change after the first proof has been provided to you, depending on the layout and design. MMR & the Art Director reserve the right to refuse any/all photo suggestions.

Within 10 business days of receiving all of the content, a proof of your marketing piece will be emailed to the contact(s) listed on the request form. This proof is to be reviewed by any and all necessary parties.

If you have any changes:

All of feedback should be collected and sent (in an electronic format) directly back to the designer who provided your proof (Ryan or Kelsey).

Updated proofs will continue to be provided and the steps above repeated until final sign-off is provided by the reviewer(s).

If NO changes are needed:

Please provide the designer with final sign-off from the reviewer(s).

The designer will send the file to the proper print vendor, or provide you with the file necessary for your request (e.g., a JPG for social media, or a PDF for a SWAG item through 4imprint).

Billing/Payment Info

If your request is for a printed piece:

Many print requests can go through the University Copy Center (UCC) on campus, which requires an index number for billing. If UCC is unable to complete your request, approved vendors off-campus will be used and a purchase order is required. Contact Kate Kreiman (kkreiman@emporia.edu) for more details on the off-campus printing process.

If your request is design only (e.g., swag):

Most swag items will be created off-campus and require a purchase order through the business office. Please pick a vendor prior to putting in your design request so you can include links to the specific item(s) or any notes from the chosen vendor. For more information about this process, contact Kate Kreiman (kkreiman@emporia.edu).