**STEPS TO PRODUCING A NEW PUBLICATION**

**1. Schedule a meeting by contacting University Publications** Visit <http://www.wku.edu/pubrequest> • or call 745-6294 or e-mail [publications@wku.edu](mailto:publications@wku.edu)

**2. First meeting with Publications**

*Be prepared to discuss:*

* existing publication (if any)
* audience
* communication goals
* content
* imagry/photography
* budget

*Provide text:*

* *On portable media (CD, USB drive), attached to an e-mail or sent to the University Shared Drive (University Publications)*
* In a .doc file or email with as little formatting as possible
* Edited, revised, spelling, grammar, and fact-checked (it is essential that you proof your text and prepare a final draft before you submit it to University Publications).
* Reviewed and approved by supervisor

**3. Production Schedule**

***If possible, please allow us TWO WEEKS to design a first proof for small projects (brochures, ads, posters) and THREE WEEKS to design a first proof for large projects (booklets, newsletters, magazines). Allow TWO WEEKS for conventional offset printing or four days for digital printing.***

**4. Proofing**

* Publications will e-mail a PDF file or drop off an ink-jet proof.
* Publications will refine the design and present additional proofs.
* Publications will get cost estimates from six printers; you choose.
* When you are satisfied, give written permission to print. E-mail is fine.

**5. Printing**

* Give Publications the budget code (index number) for the job.
* Publications will submit an Online Print Request form.
* Publications will send all necessary job files to printer.
* Carefully review the printer’s proof. The next time you see your job, it will be printed.
* The printer will deliver the publication to your department or to Central Receiving.

**6. Feedback**

* Publications will send a short satisfaction survey.
* Tell us where we need to improve our service, and send the survey back to us.

**Downloadable Items**

The Office of Marketing and Communications has created several useful materials that you may download in order to assist you in the creation of publications, websites and other materials. Please see the following items and feel free to contact us if we may provide something additional that you do not see listed here.

* [Communication and Branding Manual](http://www.wku.edu/marketingandcommunications/wku_branding.php) *(includes Logo Usage Guidelines)*
* [WKU-branded Powerpoint Templates](http://www.wku.edu/marketingandcommunications/wku_powerpoint.php)
* [WKU Image Gallery](http://www.wkuphoto.wordpress.com/)

**WKU DOWNLOADABLE LOGOS**

***NOTE:****By downloading the WKU logo, you are agreeing to abide by the terms and policies set forth in the WKU Communication and Branding Manual.*

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University Publications is a group of expert communicators--strategic thinkers, creative designers and writers, problem solvers. We're the people who will work with you to create and produce marketing materials that get results.

**Want to know more?**  
Click around and find out what University Publications can do for you.

* **Photography Formats:**Please provide the photographer with the following guidelines: All photos should be at least 300 dpi, whether for print or Web. For some projects, designers require both RAW and RGB jpg versions of images at the largest format that the camera is equipped to produce. For inclusion in the USD Media Gallery, the preferred image size is at least 468 x 312 picas @ 72 dpi or 5616 x 3744 pixels. Keep in mind that in general, USD’s website portal pages are designed for horizontal photos.
* **Permissions:**Students grant USD the right to use their image, quotes and comments for use in advertising, fundraising and other marketing purposes upon becoming a student of the university. Signed permission releases should be obtained from faculty and staff. Particular care should be taken in obtaining releases from minors. USD’s corporate counsel, Ke