

Design Request Guidelines

Purpose

The Marketing Team supports the University's marketing and communications efforts by managing creative projects and ensuring consistency with the University's brand standards.

As we do not have an in-house creative or graphic design team, some design projects may be outsourced to an external design agency or freelance designer. Whether a project is outsourced depends on factors such as the project scope, complexity, timeline, and available resources.

To ensure an efficient design process and successful project outcomes, please review the following guidelines before submitting a design request.

Roles & Responsibilities

Requesting Department

The requesting department is the owner of the project and is responsible for:

- Defining the project objective and target audience.
- Providing all final content, including text, images, logos, and other required materials.
- Assigning one Project Manager (PM) to serve as the primary point of contact throughout the project.
- Collecting and consolidating feedback from internal stakeholders.
- Reviewing and approving all content for accuracy before it is sent to the Marketing Team.
- Covering any external design or production costs unless otherwise agreed in advance.

Marketing Team

The Marketing Team is responsible for:

- Reviewing requests and determining the most appropriate production approach.
- Managing the project schedule and coordinating with the external designer, when applicable.
- Providing creative direction and ensuring compliance with the University's branding and visual identity standards.
- Consolidating design-related feedback and communicating revisions to the external designer.
- Conducting a final quality review before production or publication.

Design Review Process

When the first design draft is received:

Requesting Department

The department PM should:

- Review all content for accuracy.
- Confirm that names, dates, statistics, and other information are correct.
- Gather comments from all internal stakeholders.
- Submit one consolidated set of revision requests to the Marketing Team.

Marketing Team

The Marketing Team will review:

- Brand consistency
- Visual hierarchy and layout
- Typography and readability
- Overall design quality
- Technical requirements for print or digital use

The Marketing Team will then communicate all approved revisions to the external designer.

Communication

To ensure an efficient workflow, all communication with the external designer will be managed by the Marketing Team.

The requesting department should not contact the external designer directly.

All comments and revision requests should be submitted through the designated department PM as a single, consolidated document.

Revision Policy

Minor revisions are expected during the design process.

However, significant content changes after a design has been approved or after production has begun may:

- Delay the project timeline.
- Require additional design work.
- Result in additional costs charged by the external designer.

Before You Submit a Design Request

Please ensure that you have:

- ✓ A clearly defined project objective
- ✓ A target audience
- ✓ Final approved content
- ✓ High-resolution images or graphics
- ✓ One designated department PM
- ✓ Desired delivery date
- ✓ Budget approval (if external design services are required)

Providing complete information at the beginning of the project helps reduce revisions and ensures a more efficient design process.