

Education Communications Service Checklists

Design requests

- **Booklet or multi-page brochure (6-8 weeks to design and print) *Will incur a cost for an outside designer. Creative Services is unable to offer this service.**
 - Provide need by date
 - Will this be digital, print, or both?
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity *if printing*
 - Provide Workday tag

- **Program or event Flyer (4-5 weeks)**
 - Provide need by date
 - Will this be digital, print, or both?
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide applicable links (ex. RSVP, zoom, website)
 - Do you need a QR code? Which link do you want to use?
 - Provide size & quantity *if printing*
 - Provide workday TAG *if printing*

- **Digital board graphic (2-3 weeks)**
 - Provide need by date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Specify campus location
 - Provide board size specs if known
 - Is the board orientation horizontal or vertical?

- **Social Media graphic (2-3 weeks)**
 - Provide need by date
 - Provide content by attached a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Specify on which platform you will post your graphic
 - Provide size/specs needed if known

- **Ad - print or digital (*4-5 weeks)**
 - Provide need by date
 - Will this be a print ad, a digital ad, or both?
 - *Requires a vendor contract, additional time may be needed for approvals between FAU's and the vendor's legal departments.
 - Provide the ad specs
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide Workday TAG

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- **Print Mailer (6-8 weeks)**
 - Provide desired mail drop date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity needed
 - Provide excel list for recipients (use separate columns for salutation, first name, last name, and physical mail address).
 - Specify postage, i.e., bulk first-class or non-profit
 - Do you need an envelope?
 - Include your preferred return address and indicate whether any other wording should be included on the envelope
 - Provide Workday TAG

- **Promo items**
 - Licensed vendors are maintained on [FAU's Creative Services website](#)
 - Select your preferred vendor and work directly with that vendor to purchase your items.
 - Note: The vendor will request the logo/artwork from Public Affairs. Simply let the vendor know which logo you would like printed on your item(s).

- **Printed event program (5 weeks from event)**
 - Provide need by date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity needed
 - Provide Workday TAG

- **Electronic Save the date (16-18 weeks from event)**
 - Provide need by date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide excel list for guests (use separate columns for salutation, first name, last name, and email address).

- **Invitation - paper and/or electronic (12-14 weeks from event)**
 - Provide need by date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity needed *if printing*
 - Provide excel list for guests (use separate columns for salutation, first name, last name, and email address or physical mail address).
 - Envelopes - bulk first-class or non-profit? *If printing*
 - Include your preferred return address and indicate whether any other wording should be included on the envelope *if printing*
 - Provide Workday TAG *if printing*

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- **Custom printed folder (4-5 weeks) *will incur a higher printing cost than other design materials**
 - Provide need by date
 - Provide content by attaching a word doc
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity needed
 - Provide Workday TAG
- **Sponsorship flyer (4-6 weeks) Note: Approval of sponsorship levels is needed from FAU Trademark/Licensing BEFORE requesting a design. Guidelines are provided [here](#) Send your word doc with sponsorship levels to Dexter LaMont dlamont@fau.edu**
 - Provide need by date
 - Have you worked with the College of Education Development Officer for this sponsorship?
 - Attach email approval of sponsorship levels from FAU Trademark/Licensing
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Provide size & quantity needed *if printing*
 - Provide Workday TAG *if printing*
- **Other design request**
 - Provide need by date
 - Provide content by attaching a word doc file
 - Attach pictures as individual jpg or jpeg files
 - Will this be printed or digital?
 - Provide size & quantity *if printing*
 - Provide Workday TAG *if printing*

Logo Review

- **Conference poster or other logo review (3-4 days) – conference poster templates are available for download.**
 - Provide your need by date.
 - If the item will be printed (all other forms besides promo items), Public Affairs must approve the logo usage, which can take up to 72 hrs.
 - Attach file/video with logo on it.

Content editing

- **Content editing (1-3+ weeks depending on the scope)**
 - Provide your need by date
 - Who is the audience?
 - Where will this material be used?
 - Provide draft content by attaching a word doc file
 - Indicate if *design and/or printing is needed once content is finalized. *Please add 3-5 weeks to the timeline.

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News for distribution

- **Newsletter item (by the 1st of each month). Note: If received after the 1st, story may be included in next available issue**
 - Provide draft content including as many details as possible, such as full names, degree type (if applicable), titles, etc.
 - Attach pictures as individual jpg or jpeg files
- **Special announcements (1-2 weeks)**
 - Provide desired send date
 - Which groups should receive the email?
 - Provide draft message
- **Media pitch (1-2 weeks) – New peer-reviewed research articles and/or grant awards**
 - Provide details about the research or grant in layman's terms
 - Indicate how/why your grant or research might impact students, the community, policy, etc.
 - Provide your areas of expertise
 - Are you comfortable with being interviewed on camera if media picks up your story?

Videography/photography

- **Photography (8-12 weeks from the event date preferable) – will incur a cost in most cases. There is typically a 2-hour minimum for hired photographers.**
 - Provide the Date, Time & Place of the event
 - Provide a list of requested shots as a word doc file
- **Videography (8-12 weeks from need by date) – will incur a cost**
 - Provide the Date, Time & Place of the event
 - Indicate the final produced video need by date
 - Indicate whether you need live-streaming service, and/or a highlight video (30 sec. – 3 min.)
 - Indicate the number of hours the videographer is needed for the event
 - Attach event program for videographer
 - Attach script or speaker bullet points as a word doc (only needed for highlight video)
 - Provide Workday TAG
 - Indicate where you would like the video to be shown. Select all that apply: YouTube, website, newsletter