

# Marketing & Communications Graphic Design Request Procedures

If you have a project you'd like designed through the Marketing & Communications, please submit the graphic design request form on the following page to:

Karen Rudolph, Coordinator of Marketing & Communications

[krudolph@mclennan.edu](mailto:krudolph@mclennan.edu)

**To help you plan your project and timeline, please see the following guidelines\*\*:**

Projects requiring at least 4 weeks of production time:

- Program Brochure
- Postcard
- Print advertisement in a monthly publication (\*\* These ads must be submitted one month before publication date; therefore requests must be made two months prior to publication date.)

Projects requiring at least 2 weeks of production time:

- Fact Sheet
- Flyer or Poster
- Print advertisement in a weekly publication
- Program or Invitation
- Graphic or Illustration

Projects requiring at least 1 week of production time:

- Photographs
- Signs

**\*\*Production times are approximate and may vary.**

Upon submission of the project, you will be contacted to discuss the production schedule. Projects are scheduled based on College priority and the order in which they were received.

Projects submitted later than the stated guidelines must be approved by Lisa Wilhelmi, Director of Community Relations, by calling 299-8640 or e-mailing her at [lwilhelmi@mclennan.edu](mailto:lwilhelmi@mclennan.edu).

**For more information regarding graphic design services, contact:**

Karen Rudolph

Coordinator of Marketing & Communications

[krudolph@mclennan.edu](mailto:krudolph@mclennan.edu)

(254) 299-8721

## Marketing & Communications Office Graphic Design Request Form

Today's Date: Your \_\_\_\_\_

Phone Number: \_\_\_\_\_

Your Name: Your \_\_\_\_\_

E-mail: \_\_\_\_\_

Department: \_\_\_\_\_

*Please mark the type of graphic/publication you would like:*

X	Project	Quantity
<input type="checkbox"/>	Graphic or Illustration	<input type="text"/>
<input type="checkbox"/>	Flyer or Poster	<input type="text"/>
<input type="checkbox"/>	Fact Sheet	<input type="text"/>
<input type="checkbox"/>	Photograph	<input type="text"/>
<input type="checkbox"/>	Sign	<input type="text"/>

X	Project	Quantity
<input type="checkbox"/>	Postcard	<input type="text"/>
<input type="checkbox"/>	Program Brochure	<input type="text"/>
<input type="checkbox"/>	Event Program or Invitation	<input type="text"/>
<input type="checkbox"/>	Print Advertisement	<input type="text"/>
<input type="checkbox"/>	Other:	<input type="text"/>

1. If this project requires outside services, do you have funds in your budget to pay for the cost?

Yes: \_\_\_\_\_

No: \_\_\_\_\_

2. What is the purpose of this project?

3. Who is the intended audience?

4. Distribution method:

a. If mailing, what is the date you'd like to have the items in homes?

b. If you plan to distribute this item in another way, what is it and can we be of assistance?

5. What is the anticipated shelf life?

6. Event details:

a. Date:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Please include any supplemental information, graphics, etc. with this request form.*