

Publications intended for Earlham's various external audiences should be produced through the Public Affairs Office. This helps maintain consistency of message and appearance throughout all of Earlham's publications. Our staff is happy and able to assist with planning your publication, collecting costs and choosing a printer, editing your copy, copy writing (available on a limited basis unless special arrangements have been made), page layout and design, and printing coordination.

## All publications have

- **A Purpose** - what message are you sending?
- **An Audience** - who receives the message?
- **A Budget** - how much can you spend on the project and what department is paying?
- **A Deadline** - when does the project have to be finished?

## Public Affairs staff helps you decide if you need

- Photos (existing or special shoot) — be sure to allow time for us to locate and select appropriate photography from our collection
- Graphics or special artwork
- Scanning and touch-up
- Special paper, inks and colors
- Special packaging
- Special delivery

## Every publication goes through several steps

### Proposal

Organize your thoughts and needs before you bring the project to Public Affairs. It is wise to make an appointment 8-10 weeks ahead of the needed delivery to discuss it. We can guide you in thinking about what you need, recommend a print vendor, collect a quote on the cost and set up a timeline for your project. Most new jobs need to have copy to Public Affairs 6-8 weeks ahead of due date.

### Design

Have a basic idea of what you want and we will guide you from there.

### Proofreading

Public Affairs assists in providing careful proofing, a step essential to producing a quality publication; however, the client is ultimately responsible for final, clean copy. Reprinting charges are at your department's expense.

### Final Approval

Public Affairs makes sure you have approved your publication before sending it to the printer. Because changes are costly after a printer has prepared the job for press, Public Affairs tracks your job from this point on, supplying information and reviewing a last "blue-line" proof.

## Printing

**Most print jobs need to be at the print vendor for 2-3 weeks because printing involves many steps**

- Initial setup
- Ordering paper
- Film or plate making
- Embossing or stamping
- Printing (this can be quite elaborate!)
- Drying
- Varnishing (requires a second drying)
- Collating
- Folding
- Die Cutting
- Cutting and trimming
- Binding
- Packaging (shrink wrapping or boxing)
- Delivery (to campus, storage, or mailing house)

Most of these steps happen to every publication. They all add time and money, and none can be hurried or the quality and possibly the cost are jeopardized. Special needs often require extra time. Public Affairs discusses these with the printer so that your final copy arrives at the vendor in time for a speedy turnaround.

## Reprinting

1. Review your existing publication and mark changes in colored ink.
2. Determine quantity and date needed.
3. Call Public Affairs and investigate adding your job to our production schedule. Please bring or send a sample to us whether or not edits are needed.

## Tips on preparing your document for design

Before giving your document to Public Affairs, text should be saved in Microsoft Word or Rich Text Format (RTF), **free of graphics, pictures, tabs, tables and extra spaces**. The reason for this is that formatting must be taken out before text can go into the design document. If you spend many hours formatting the document, it takes us the same amount of time to remove your formatting.

- We can accept Microsoft Word or WordPerfect documents. We **do not** accept Microsoft Publisher documents.
- Documents may be attached to e-mail messages to bryanga@earlham.edu or brought on a Mac or PC-compatible disk. Please provide a paper printout of your copy as well.

## Remember

- **Communicate clearly**
- **Be specific**
- **Stay on schedule**

## About Deadlines

- If a publication depends on information from others, set a due date for them that gives you enough time to assemble the information before copy is due in Public Affairs. Turning copy in late makes everyone have to rush through steps, making errors much more likely.
- Posters need to be placed around campus 2 weeks before an event to ensure a good audience. Copy needs to be turned in to Public Affairs 4 weeks before an event. If your copy is late, we might not be able to process it.

- Printers must have our final publication files a minimum of 2 weeks for easier jobs (3 to 4 weeks for more complicated jobs) before the publication is due. All changes need to be made before the disk goes to the printer. Changes after that point add costs to your publication and could delay delivery.

## Remember

- There may be as many as 40 or more publications in progress in varying stages in Public Affairs at any given time. They are equally important.
- Changes to a document are not as simple as one might think. **Because of the high volume of publications created in Public Affairs, it's not a matter of popping in and having a small change made quickly.** An appointment must be made to discuss any changes.
- Careful proofing is a necessity. Allow yourself adequate time for quality proofreading.
- Let our knowledge, creativity and experience work for you!
- This is a partnership. Our end goal is to meet your needs by producing quality publications for your department and the College.

**Contact the Public Affairs Office, ext. 1323, to discuss your next publication.**

### Publications Staff:

Karen Roeper, Associate Vice President for Public Affairs  
Julia Jensen, Graphic Artist  
Gayle Bryant, Publications Assistant

# Publications @Earlham

**How in-house  
graphic design  
can work  
for you.**

**EARLHAM**  
COLLEGE

**Public Affairs Office  
Carpenter Hall  
983-1323**