

SACM Production Schedule

Project sizes and examples

Note: Projects may have varying degrees of complexity and scope. Project timelines are to be considered on a case-by-case basis. If you're unsure if there's enough lead time, submit anyway.

Small Project

2 weeks

- Update an existing design piece with minimal revisions
- Photography for a specific purpose (headshots, stock photos for your website, etc.)
- Write short news/event announcement or staff bio
- Minor webpage updates that do not change the functionality of your site (text edits, swapping out photos, etc.)
- Reorder items SACM designed
- Quote for a project you are considering

Medium Project

4 weeks

- Design a new poster, flyer, brochure, etc.
- Event photography
- Write a feature article or story
- Develop custom website feature/functionality
- Shooting b-roll or stock footage

Large Project

6 weeks

- Design entirely new event/program campaign with several deliverables (poster, flyer, digital signage, social media graphics, etc.)
- Create new booklet/brochure requiring the coordination of multiple teams (writing, photography and design)
- 30-90 second video
- Create a webpage

Extra Large Project

8+ weeks

- Design/create entirely new event/program campaign with several deliverable and requiring the coordination of multiple teams.
- Website redesign
- 90+ second video
- Mural

Project workflow

Note: Delays during the second and third phases of the project's workflow will delay the delivery date. Factors that may have an impact on the production schedule include poor communication, multiple points of contact, requesting changes after approval and requesting a project without a clear vision

1

Request

Using the project request form on our website, let us know how we can help you. You'll need to choose the option "This request is for a department within Student Affairs" in order to access the full project request form. Make sure to include as much detail as possible. Have budget approval or request a quote if needed.



2

Consultation

If necessary, you'll meet with SACM to discuss and document:

- Your vision
- A full list of deliverables
- Required elements SACM will need from you and vice versa
- Timeline/delivery/launch date



3

Creating and editing

Through storyboarding, sketching, planning and other forms of conceptualization, SACM begins working on your project. Based on your feedback, we'll return to the creation part of this phase and make revisions.

Note: all feedback must be returned within 2 business days to maintain the timeline.



4

Finalization and delivery

Once you have approved the project, final touches are made before it is sent to print and/or turned over to you via digital means. We keep a copy of your project in our archives in case you ever need it again.

Terminology

- **Deliverable** – the completed and delivered version of your project; may be in the form of digital files or physical prints.
- **In-hand date** – the final day that you wish to receive the completed version of your project; may be in the form of digital files or physical prints.
- **Proof** – a final draft of the project, meant to show what it will look like completed; often provided by printing vendors prior to printing your project. Once approved this will go to print, so review and provide edits if needed.

We have an obligation to follow guidelines set by University Marketing and Branding. Due to this, we are unable to create new logos. For more information, please contact University Marketing and Branding at marketingemail@jmu.edu.