

SACM Production Schedule

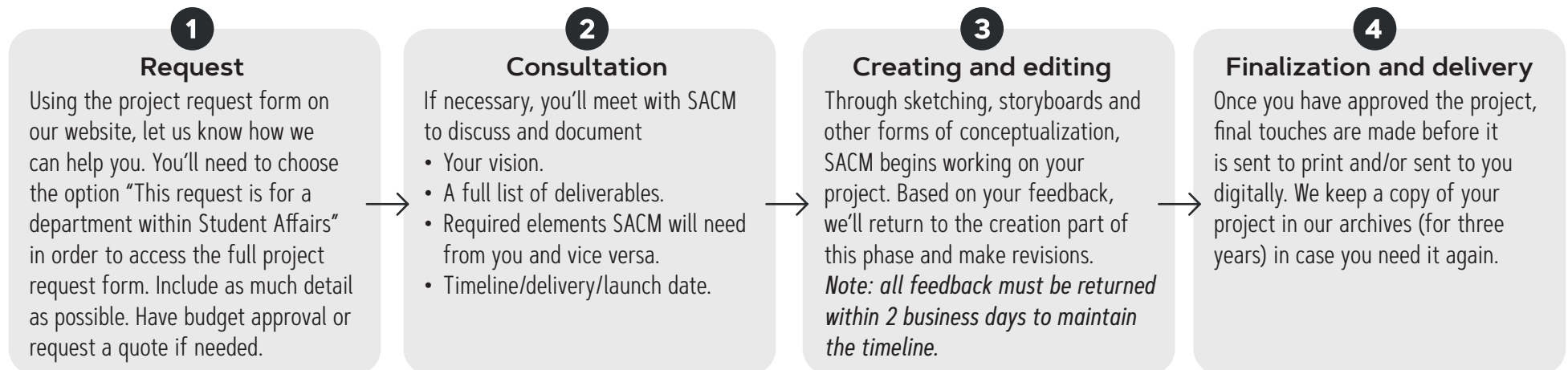
Project sizes and examples

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	Medium project 4 weeks	Large project 6 weeks	Extra-large project 8+ weeks
<ul style="list-style-type: none">• Update an existing design piece with minimal revisions• Photography for a specific purpose (headshots, stock photos for your website, etc.)• Write short blurb or staff bio• Reorder items SACM designed	<ul style="list-style-type: none">• Design a new poster, flyer, brochure, etc.• Event photography• Write a feature article or story• Shooting b-roll or stock footage	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Design/create entirely new event/program campaign with several deliverables and requiring the coordination of multiple teams• 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.



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 items
- **Proof** a final draft of the project, meant to show what it will look like completed; often provided by 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.