### **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 blurb or staff bio
- Reorder items SACM designed

### Medium project

4 weeks

- Design a new poster, flyer, brochure, etc.
- Event photography
- Write a feature article or story
- 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

# Extra-large project 8+ weeks

- 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.



# 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. Include as much detail as possible. Have budget approval or request a quote if needed.



#### 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.

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# Creating and editing

Through sketching, storyboards 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.



# Finalization and delivery

Once you have approved the project, final touches are made before it is sent to print and/or sent to you digitally. We keep a copy of your project in our archives (for three years) in case you 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 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.