

▶ Adopted Date 02/19/04  
 ▶ Amended Date \_\_\_\_\_  
 ▶ Review Cycle \_\_\_\_\_

Attachments:  
None

PRESIDENT'S OFFICE  
GRAPHIC DESIGN SERVICES

**PURPOSE:**

College staff often needs graphic design services in order to have attractive promotional or informational materials for an event, program, activity or service offered by the College.

**INITIATOR**

- Staff requiring graphic design services should contact the Public Relations Unit well in advance of the deadline for the requested material. Required lead times depend on the scope of the project and the production workload within the Graphic Design Unit at any given time. Generally, larger projects such as brochures or event programs require at least a month's lead time while smaller projects (such as a newspaper display ad) may only require a few days. Time should be allowed for design, editing and proofing of materials. If the desired materials are going to an outside printer, add 7-10 working days to the timetable.
- If a graphic design project requires the services of an outside printer, the Initiator of the request will be responsible for required budget paperwork (e.g., budget transfers, obtaining a purchase request, appropriate signatures), with assistance from the Public Relations Unit. In such cases, the Initiator must examine his/her program budget to confirm that printing funds are available.

**AUTHORIZATION**

- The Public Relations Unit approves all designed materials concerning Mission College. This approval is reached in conjunction with the Initiator during the process of preparing, editing, and designing the materials. However, it is recommended that the Initiator also obtain approval of the "draft" designed materials from his/her immediate supervisor.

**RESPONSIBILITY**

- For small projects, the Public Relations Unit notifies the Initiator when designed materials are completed. The Initiator is responsible for printing, whether at the College Reprographics Department or via a local computer. For larger projects requiring outside printer services, the Initiator reviews the "printer ready" file one last time before it is sent to press. The Public Relations and Graphic Design Units work jointly with the outside printer to complete the project. The Public Relations Unit notifies the Initiator when the materials have been delivered to campus. While the Purchasing Unit is responsible for processing request for payment for any printed materials, the Initiator and the Public Relations Unit may be called upon to provide that office with information.

APPROVED: \_\_\_\_\_  
DATE \_\_\_\_\_



Los Angeles Mission College  
President's Office  
Graphic Design Services