

**BLACK HILLS STATE UNIVERSITY**  
**Policy and Procedures Manual**

SUBJECT: Design Requests

NUMBER: 10.2

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Office: University Marketing and Communications

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1. Purpose

This policy sets forth the process for submitting design requests to the Office of Marketing and Communications

2. Policy

- a. Design services provided by the Office of Marketing and Communications are initiated via project request form(s) filled out and submitted by the person(s) responsible for the project.
- b. All information required to complete a project must be submitted prior to the start of the project, which receives two design/editing revisions. Any revisions requested after the first two revisions may not be fulfilled and/or project may not meet requested deadlines.
- c. Revision request deadlines will be provided for each proof. Failure to submit revision requests by the deadline could result in a delay in project completion.
- d. All text (copy) must be submitted digitally, preferably in a Word file or included in the notes section of the design request form. Photos and graphics should be provided in high-resolution. Any written copy must be completed prior to submitting a design request.
- e. The requesting department must sign-off on design and copy before projects are sent to Print Services or published online. Although the Office of Marketing and Communications will check production proofs, the requesting department has the final responsibility to ensure correct copy on final designs.
- f. Design requests should allow for the following completion timelines which does NOT include print time. The Office of Marketing and Communications may not

be able to assist with projects that are requested at the last minute. The Office of Marketing and Communications shall decide if last minute projects can be added to the queue.

- i. Ads – Newspaper/Magazine – 15 Business Days
  - ii. Social Graphic/Web Graphic – 10 Business Days
  - iii. Posters/Flyers/Handouts – 15 Business Days
  - iv. Brochures/Rack Card – 20 Business Days
  - v. Promotional Email – 7 Business Days
  - vi. Postcards – 15 Business Days
  - vii. Programs/Booklet (up to 4 pages) – 15 Business Days
  - viii. Programs/Booklet (over 5 pages) – 30 Business Days
  - ix. Viewbooks, Annual Reports, Magazines – 90 Business Days or More
- g. Marketing and Communications reserves the right to decline any design requests due to misalignment with university strategic goals.

### 3. Procedures

- a. The design request form can be found on the Marketing and Communications page on the website or by typing BHSU.edu/DesignRequest into the browser.
- b. Name, contact info, department, project description, and any relevant copy/images must be input and attached to the form.
- c. For requests that will be printed, the print info section, including payment, must be filled out completely prior to form submission.
- d. For last minute requests that do not fit into the above timeline, a request may be made to Marketing@BHSU.edu for an exception to be made. If approved, a design request must also be submitted before work on the project begins.
- e. A digital proof will be sent via email to the requesting party. Prompt approval or change requests will greatly assist in making deadlines. Any changes made will require a new proof to be sent and approved before moving to Print Services or publishing.

### 4. Responsible Administrator

The Senior Director of Marketing and Communications is responsible for the annual review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Adopted by President on 02/15/2024