

PUBLICATIONS OFFICE

A strong visual identity system offers Salisbury University advantages: it helps unify and strengthen the University and projects an image of excellence and cohesiveness that is important in attracting high-quality students and faculty. It is for these reasons all publications representing the University to off-campus publics must come through the Publications Office. It is our goal to provide you with the best possible product in a timely and cost-efficient manner.

The Publications Office provides total printing and design solutions, whether you have a large four-color publication or a simple one-color flyer. Our staff of professional designers, writer/editor, photographer and desktop publishing specialist works with the Copy Center or external printers.

Publications designs on Apple Macintosh computers. Software includes QuarkXPress 8.5, Photoshop CS5 and Illustrator CS5. The Macs are able to read PC disks created in most Microsoft applications.

Overview of Services

- design
- writing and editing
- printing and copying – color and black/white
- general advice and information on publications
- illustration
- preflighting disks (from other departments)
- publishing lab manuals and course packets
- coordinating photography and scanning photos for students and faculty
- producing color copies and transparencies for students and faculty
- outputting student and faculty jobs from disks or the network
- burning CDs

See **Services & Fees** for more information.

Procedures for Projects Designed by Publications Office

The Publications Office serves some 150 departments and offices which annually generates over 1,200 work requests. To meet such production requests on deadline, planning and scheduling are critical.

In the event job requests exceed Publications' ability to complete requests in a timely and creative manner, it may be necessary to contract design services off campus. Priority is given to student recruitment and University Advancement pieces.

PLANNING

As soon as your department determines it requires a publication (even if dates, content, budget, etc. are incomplete), call or send a work order to the Publications Office indicating when copy and art/photos will be available. Also specify deadline for delivery of your job.

Printing Off Campus - All elements should be in Publications' hands at least two months in advance of deadline (one week for planning, two weeks for design and proofing, four weeks for printing and one week for problems).

On-Campus Copying - (Canon 1135, Canon 1125 and Canon 7065) all elements should be in Publications' hands two to three weeks in advance of date requested.

For jobs requiring marketing analysis, theme development and extensive writing, the planning can be extended to six months.

A completed work order must accompany the job.

EDITING , COPY PREPARATION AND WRITING

Editing can involve a simple spelling correction, or be as complex as a total rewrite. If editorial questions arise or if there is a need for more than minimal copy revision, the editor will consult with the client. Editorial assistance is available at no charge. To make the editing job as efficient as possible, please submit all copy electronically on disk or by e-mail with hard copy no matter what method you choose. **DO NOT** submit copy laid out in the design you want the publication to reflect. You may create a mock-up, or “dummy” reflecting your organization/placement ideas (e.g., Copy A here, Copy B here, etc.). Make sure you have secured permission for copyrighted material (text and photos).

Assistance with writing copy for publications is also provided. Given availability, an on-staff writer may help compose copy or will contract with a freelance writer. This service is an additional cost and varies with the freelancer.

The Public Relations and Publications offices use *The Associated Press Stylebook* with a few modifications for all publications to maintain consistency and quality in University presentations.

See **Style Guide** for more information about language use.

PHOTOGRAPHY

The Publications Office provides limited photography services during the normal workday, 8 a.m.-5 p.m. The visual coordinator, if work schedule permits, will take photographs, color or black and white, of individuals or groups to accompany a publication, a news release or to publicize a campus event, accomplishment, announcement, etc., in the University newsletter, the *SU News*. Photography services that are necessary for a University publication may be contracted out to a professional photographer. The subsequent cost of those photographic services will be charged to the department or office requesting the publication. If a professional photographer is required to publicize a University news event, the Public Relations Office will bear the cost. If an office or department needs photographic services for an event that will not be publicized on or off campus, or occurs after 5 p.m. or on a weekend, the Publications Office may arrange for a professional photographer to meet those photography needs. The requesting department or office will be billed for the subsequent photography charges. Professional photographers generally charge between \$65 and \$100 per hour.

SUBMITTING ELECTRONIC COPY

Creating your copy on a computer ensures accuracy and saves time and money. Our editor accepts files created in Microsoft Word. The following steps will streamline the process:

1. Use your spell check feature and carefully proofread your document before submitting it on disk or by e-mail.
2. Hard copy (printout) should accompany your disk or e-mail.
3. Simplicity is the key for electronic transmission. The **designer will format** your document. Any attempt to preformat your copy using multiple spaces or tabs, indents, columns, justification or other complex functions will add rather than save design time.
4. Make a backup copy of the disk for your files.

DESIGN

Design is the plan behind the final product. It is the creation of order and beauty out of a chaos of pictures, copy, headlines and white space. In this process the designers make a series of decisions as to size, medium, typography and art based on the information provided. This is why it is critical to the design that all the elements be provided when the job is submitted. Art or photography used in the design can be done by Publications or provided by the client. Expenses for photography and custom art are additional in the total cost of producing the job.

PUBLISHING

Publishing is done on Macintosh computers using a variety of software such as QuarkXPress, Photoshop and Illustrator. Any preferences should be discussed during the design stage to save time and money. After the design is complete the requesting department will be contacted to proof the job and sign a “Here is Your Proof” form. This form approves the job for printing.

PRINTING

Printing is done internally in the Copy Center on the Canon 1135, the Canon 1125 or the Canon 7065, or off campus at independent print shops. Time, design factors and budget determine whether a job is copied internally or offset at the printers. Time factors vary according to print location. Copy Center usually takes five working days for completion. Print shops request at least 10 working days.

BID PROCESS

All external jobs must go through the bid process, which can take from two days to three weeks depending on the cost of the job. Bids are sent to at least three vendors to achieve the best price. This time is in addition to standard printing time. Planning and also designing represent additional time.

Projects Created by Other Departments and Offices

The Publications Office will produce jobs that have been written and composed by other campus departments and offices. Jobs directed to internal campus audiences will be proofread at **no charge** and produced per the originating department/office's instructions. All jobs directed to external publics **must be reviewed by Publications**; depending upon whether such jobs meet University standards, they may be produced as-is or may be recreated at the originating department/office's expense. If you are creating the job electronically, check with the Publications Office for software compatibility.

Color Copier Procedures

The Publications Office and the Copy Center provide color copying services to all faculty, staff and student organizations on campus. This service includes color copying of graphs, charts, photos (from prints and slides), art work, etc., onto paper or transparencies. Copying may require the Federal Copyright Act Form (i.e. books and magazines).

If the job is produced from hard copy, the job can go directly to the Copy Center. If on disk the job should be directed to the Publications Office. To print from disk, the format must be in one of the following programs: Illustrator, Photoshop, QuarkXPress, PowerPoint, Excel, Word or a print-ready PDF and must include fonts (screen fonts and printer fonts), original files and EPS or TIF files, etc. Images can be enlarged or reduced from 50-400 percent of original size. The service is on first-come, first-serve basis.

For pricing structure see the **Services & Fees** section.

Publications Office: Give Us A Call

We're only a phone call and a few steps away.

Holloway Hall Room 271

410-548-2500

Sue Eagle - Assistant Vice President of Marketing and Public Relations

Sam Gibson - Senior Graphic Designer

Crystal Kelly - Graphic Designer

Ana Maldonado - Graphic Designer

Kathy Pusey - Visual Coordinator/Photography

Christine Smith - Editor/Writer

Jerrona Truitt-Smith - Program Management Specialist