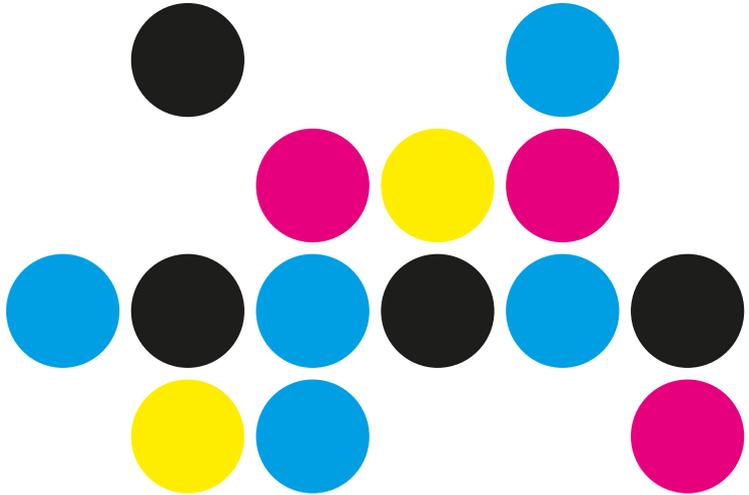




UNIVERSITY OF LEEDS

# YOUR GUIDE FOR WORKING WITH **PRINT DESIGNERS**



COMMUNICATIONS PRODUCTION



## Communications Production \ Welcome

### Who we are

The Communications Production team have in-house graphic design capability, copywriting and project management skills. We provide advice and guidance on all aspects of print and digital communications production.

### What we do

Working closely with the University's Marketing Delivery team, we produce the core publications, banners, digital idents and other materials for student recruitment and corporate purposes. This includes the undergraduate and postgraduate marketing materials, open day collateral, international marketing, accommodation guides, our strategic plan and our annual report. We work with the Marketing Delivery team, with faculty Marketing teams, and with most of the central services.

We also commission a large amount of photography and manage the University's image library as well as providing advice on graphic design, production, identity management (IM) and commissioning design work with external suppliers (the framework).

Our website holds a number of useful documents such as image consent forms, guidance on how to commission external suppliers for web, video and graphic design, how to write in our University style (style guide) and tone of voice.

These can all be found at <http://comms.leeds.ac.uk>

This guide is designed to help you to commission work in an efficient way, to help your processes, plan deadlines and to allow us to schedule our time. We don't charge for our services, but are called on by all parts of the University - and we try to help where we can.

### What to expect from this guide

#### Prepare - page 2

Planning your project. This includes thinking about what you need from your project and ensuring you know who you need to involve in the copywriting, editing and overall management of the project.

#### Meet - page 6

Discussing your project. You'll meet with a member of the team to discuss the work you have planned and to see how we can help you.

#### Design - page 8

After our initial meeting, we'll start work. Your designer will take on board your project needs and we'll keep in touch throughout. If it will be helpful, you'll be invited to join Basecamp, our online project management tool where all your discussions and files will be kept.

#### Amend - page 10

This is your chance to review the design. You'll find tips on how to amend a PDF, guidance on best practice and an introduction to the amend stage later in this guide.

#### Print - page 12

The final step. Once you've signed off the final PDF proof, the work will go to the printers.



### Planning your project

If you are based in a faculty or school we recommend you contact your Faculty Marketing Manager in the first instance. If you work in corporate services, you can contact us directly to schedule your publication. If we don't have capacity to work on your project, we can offer support and advice on how to obtain quotes and choose the right supplier from our design framework. <http://comms.leeds.ac.uk/contacts/faculty-marketing-managers>

The framework supports the University's internal experts in communications production, the Print Copy Bureau (PCB) and the IT web solutions team, by providing additional resource and capacity. The framework is managed by Communications and is mandatory, so all design work for print, web design and development, and video production, which can't be undertaken by an internal expert must be undertaken by a framework supplier.

The agreed graphic design suppliers offer skills including design and layout for printed materials such as brochures, posters and leaflets. On our website you'll find a brief introduction to each supplier, along with contact details, so that you can find out more about how they can help you with your project.

The steps in this guide will help you to work efficiently with us or with a supplier. If you need any guidance on how to commission work from any of the suppliers, we can help. You will find a step-by-step guide on our website and if you need further advice, we are always available to help you. If you are based in a school or faculty, your faculty marketing team will also be able to help. A full list of all the suppliers (web, video and graphic design), step-by-step guides, contact details and creative brief forms can all be found at <http://comms.leeds.ac.uk/suppliers>

Before you contact us or the framework, there are a few points you should think about:

- Who is your audience?
- What you are trying to achieve?
- When do you need your project to be ready for, and is this realistic?
- Consider if you are using the right media eg web, print or video.
- Consider the likely cost of the work and whether you have set a realistic budget.
- Could it be linked to something that already exists (website, existing publication in terms of design and/or content)?

### Copy

In order for the production of your publication to go smoothly we ask that you have all your copy signed off by all relevant stakeholders before you send it to your designer.

Please send your final copy to your designer in a Word document. Word is compatible across both Macs and PCs and this will ensure your document reaches us as expected. A Word document is the best format for us to copy and paste from. If your publication includes tables please supply these in a separate Excel format.

This will ensure that there are minimal amends after layout, and that the designer can spend time working out pagination and running order accurately.

By adding additional pages, making major copy changes or reordering sections once we have started the design, you'll add a significant amount of time to a project and deadlines may be missed. This could also impinge on other projects in our schedule.



## **University images**

### **Image library**

The image library is where all of the University's photography is stored. These images have been pre-approved and fit with our house style, in correct resolution for print.

Once you have chosen your images, send us a request via the library – provided it is appropriate for use, we'll approve it for you to download. Alternatively, make a note of the image reference and supply this along with your copy.

You can access the library at  
<https://imagelibrary.leeds.ac.uk>

### **New photography**

We use professional photographers on a regular basis, and can make recommendations based on your requirements. It will also help to get the best from your photography, and make sure that it meets the University's style and standards.

Be aware that for legal reasons, you'll need written permission from the person or people you are photographing to allow you to use an image for marketing or publicity.

More help can be found at <http://comms.leeds.ac.uk/video/photography-permissions>

We are here to provide advice and support on how to get the best from your photoshoot and offer guidance on the technicalities such as format and resolution, as well as how to shoot in the University house style and help with art direction.

**Contact Matt Clark, ext: 34847 or  
Claire Andrews, ext: 39908**

Once you have your processed images back from the photographer, please share these on the image library so they can be considered for other purposes. We also offer training on how to tag and categorise your images correctly.

Guidance on both can be found at  
<http://comms.leeds.ac.uk/image-library>

For abstract or specific technical images we advise you use a stock library such as Shutterstock or iStock. We have a number of accounts across the University.

**Contact Matt Clark, ext: 34847**

### **Independently sourced images:**

There are a few things to take into account before sending us any images you have sourced independently:

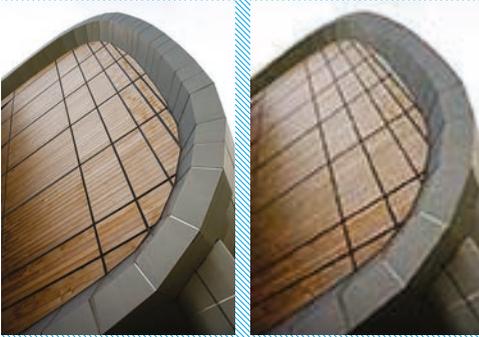
#### **Resolution**

When we talk about resolution we are referring to the amount of dots per inch your image contains. Images must be 300 dpi (dots per inch) for print and 72 dpi for web.

#### **Physical size**

The physical size is the width and the height of the image (normally measured in millimetres).

But how does the physical size relate to the resolution? In basic terms, your image must contain 300 dpi minimum when it is used at its maximum physical size to be reproduced to an acceptable quality. This ensures your images print clearly and without pixilation. Images taken on a phone, copied from a website or captured in anything other than the highest quality and largest size in the camera settings are not usually usable.



*The image on the left is at 300 dpi and measures 32 x 48 mm. The image on the right has the same measurements but has a dpi of 72. As you can see the left hand image is a lot sharper.*

300 DPI Image

72 DPI Image

For example, if you have an image you would like to use on an A4 poster this must be 300 dpi at 210 mm x 297 mm.

If this image were 72 dpi at 210 mm x 297 mm then it would be only usable at approximately 25% of its physical size. To see how this would affect your image please see the example above.

As a general rule you can use the image's file size as a rough guide as to whether it will be suitable for use. Usually anything over 1-2MB is okay for a medium-sized image, and a full page A4 image will need to be at least 4-5MB.

We are happy to check images for you prior to starting your design and we advise that you check with us for any materials being produced that are for a large format eg hanging and pull-up banners.

#### **File types**

The file type we prefer to work with is **.jpg**, and most files you'll receive from photographers or download from stock libraries will be in this format. We can convert images in other formats such as **.png**, **.gif** or **.tif** for you.

An exception to the above is when dealing with logos or illustrations. These files should be supplied in vector format in either **.ai**, **.eps** or **.pdf** file formats.

Unfortunately we can't accept images or partner logos embedded in a Word document or a PDF as they are not good enough quality to print. Images will always need to be supplied in one of the formats outlined above.



Give us a ring as early as you can, so we can offer advice or help write your brief - or just book in your project.

In the first instance, contact Sue Underwood on ext: 38481 or Claire Andrews on ext: 39908 to discuss your project requirements. You will then have an initial meeting with your assigned designer where you'll discuss the design you have planned.

This meeting will cover:

- target audience
- the purpose and tone
- design brief
- the size of the design
- number of pages
- number of copies
- required delivery dates
- paper stock
- booking in the job with the printer (via PCB).

We will also discuss if your publication sits within any current campaign (UG, PG, international or standalone campaign). This will inform the style of the publication up to and including size, imagery, colours and tone of voice.

### **Schedule**

Following the kick-off meeting with your designer, you'll jointly agree a schedule based on the length of the copy, its format and the deadline.

You will also receive an invitation to join Basecamp, our online project management and communication tool. It's really simple to use and is a great place to discuss your project with the designer and other stakeholders, share files and receive proofs.

All publications must be printed in-house via Print and Copy Bureau (PCB) so when scheduling your project we recommend contacting them as soon as possible to book your publication in for print. PCB will provide you with a print quote, which will include quantities and costs.

They can be contacted on  
**0113 343 2666/3943/3923** or  
**print@leeds.ac.uk**  
**<http://pcb.leeds.ac.uk>**

As a general rule, you'll need to allow two working weeks for print and delivery, so please set your sign-off date accordingly with the designer at your meeting.



## Production stage \ Design

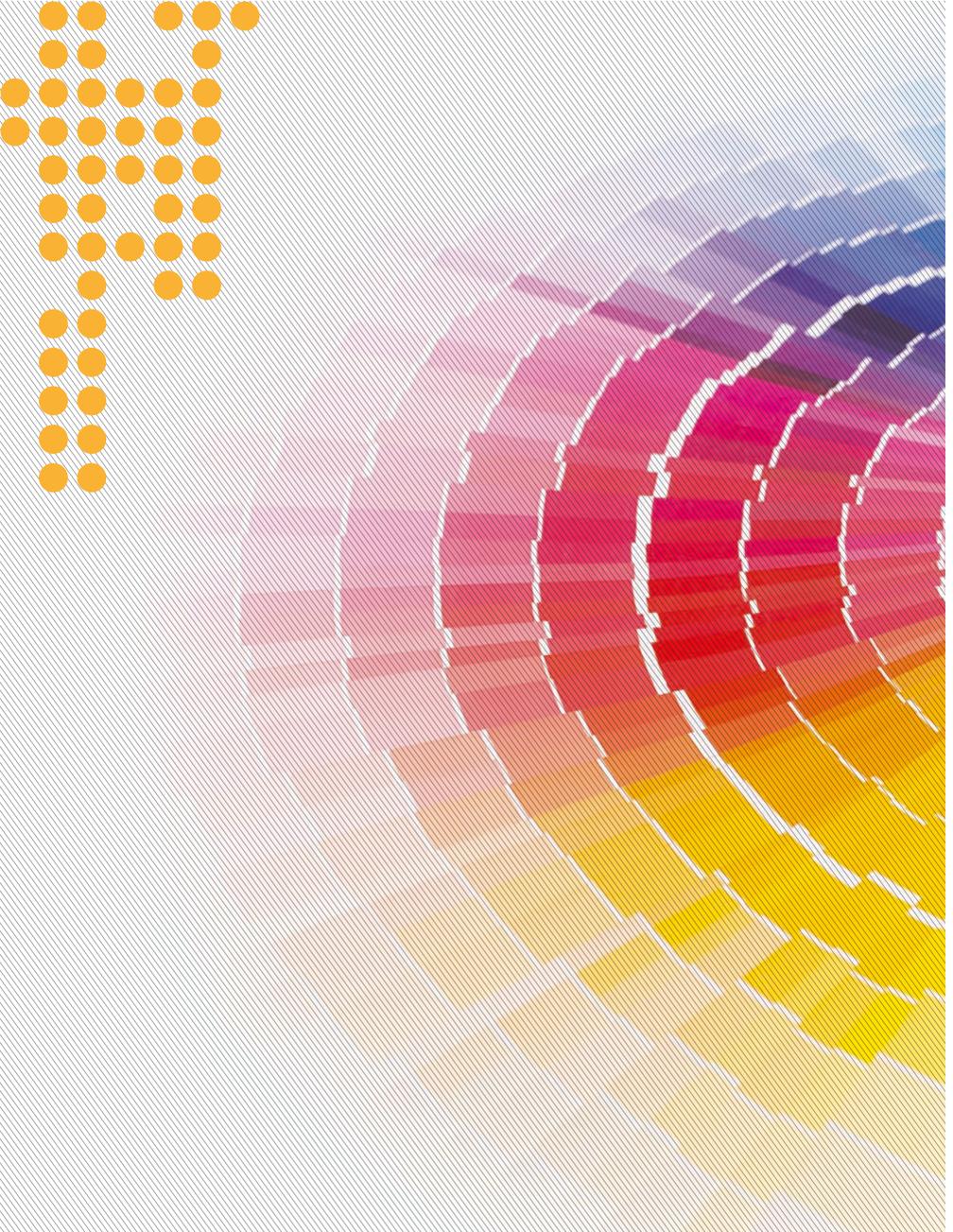


Our designers are professionals with plenty of experience and design all our publications using industry standard Adobe software on Apple computers.

We will work with you to ensure that your publication has the impact it needs. When you have your initial meeting with the team, the design of your publication will be discussed including how it can be presented to meet your needs whilst ensuring consistency across other University publications.

The design stage will begin when you provide your final signed-off copy to your designer. During this stage your designer will keep you posted via our online project management system, Basecamp, which will enable you to check and amend proofs online. Your designer may also get in touch if there are any issues with the materials you have provided such as length of copy or incorrectly supplied images.

During the design stage you will receive an initial draft where you'll be able to see how your copy and images sit on the page. It is at this point where you should discuss any proposed design changes with your designer.





We realise no project is perfect; we are able to accommodate up to three rounds of amendments to get your publication right. As your copy will already have been signed off by all relevant stakeholders, the amendment stages should only need to cover typos and last minute fact changes. This stage shouldn't be used for rewrites, or to add/remove copy. Changes at this stage can result in a lot of extra work at the design stage and may delay your project.

Amendments should be marked up on a PDF using the Adobe Acrobat Pro or Adobe Acrobat Reader software - this is the clearest way to communicate changes effectively. If you are unsure how to do this please see the quick guide below, or contact us for our advice.

### A quick guide to amends on PDFs

#### 1. Open your PDF in Adobe Acrobat Pro

To make things easy, put the most used editing buttons on your top menu bar: Click on Tools: Pages: and right click on the button you need.

To keep the number of comments on the PDF to a minimum, please use the correct tool for the type of amends you are making. For example, if you wish to replace text please use the 'Replace text' tool and not the 'Remove text' tool, the 'Comment' tool, or a combination of all three. Too many comments will slow the process down and add margins for error.

#### 2. Amend

**Sticky notes:**  Please use these sparingly, as they have a tendency to move from their original position when your PDF is opened by another user.

**Insert:**  to insert a letter/word(s)

**Delete:**  to delete a letter/word(s)

**Replace:**  to delete and insert a letter/word(s) (please use this and not a combination of the other two if you need to replace copy)

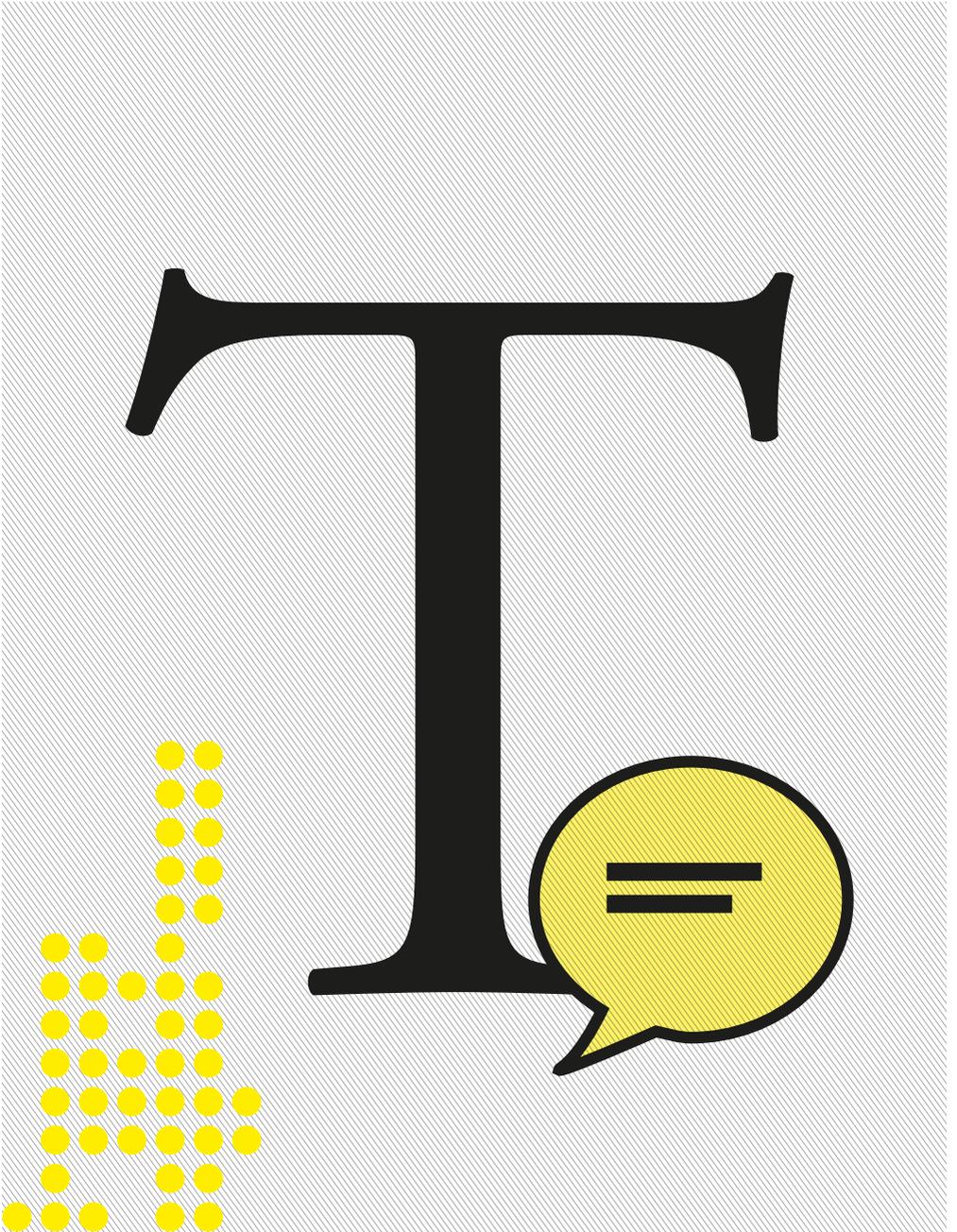
Please keep all comments concise (as there may be hundreds in large documents for the designers to go through). Please note that all comments will be copied and pasted into the design document, so please check your spelling and punctuation.

For example:

Please use the Insert () tool and type your replacement word only in the comment box, rather than "Please can you replace 'program' with 'course' at the end of the sentence?" as your comment.

#### 3. General points

- Please don't put an unresolved question in the comments box – find out the answer before it comes to us.
- Feedback on design changes should be discussed first with your designer, rather than as a comment.
- Make only one comment per change – if two or more comments refer to a text change, they may not necessarily appear next to each other in the list.
- Please don't change the filename, including version number, of your PDF during this stage. We use the version number to keep an accurate record of the most current version, and the name of the file helps us to locate the document should we need to work on it again in the future.



## Production stage \\ Print



Once all amendments have been made, your designer will send you a final PDF for sign off. Signing off involves you formally confirming that you are happy for the publication to go to print.

Before you sign off a PDF, consider:

- Are spellings correct, particularly of unusual words?
- Have all your amendments been made?
- Are times, dates and names correct?
- Do your page numbers tally with your content page?
- Are your web links correct, without broken links?
- Are your contact details correct ?

We'll send you a low resolution version for your records (as well as a web formatted version if required), but this will not be suitable for sending to the printers, we will supply a print quality PDF directly to PCB and copy you into the correspondence.

Depending on the nature of your project you may get a further hard copy proof. This is mainly for your designer to check that the artwork is reproducing correctly in terms of colour and image quality. This is the last chance to see the publication before being printed, so if there is a glaring error at this stage it can be rectified – but there is usually an additional cost incurred from the printers at this late stage.

### Additional resources

Detailed information including guidance on working with the creative supplier framework can be found on <http://comms.leeds.ac.uk/print> or you can contact us directly for any print or identity management related issues.

**Sue Underwood (Head of Communications Production) –**  
[s.underwood@adm.leeds.ac.uk](mailto:s.underwood@adm.leeds.ac.uk) \\ ext: 38481

**Claire Andrews (Creative Brand Manager) –**  
[c.e.andrews@leeds.ac.uk](mailto:c.e.andrews@leeds.ac.uk) \\ ext: 39908

**Matt Clark (Graphic Designer) –**  
[m.r.clark@adm.leeds.ac.uk](mailto:m.r.clark@adm.leeds.ac.uk) \\ ext: 34847





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**Communications Production**

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