Marketing
Design Process

You need a marketing piece designed for an external–to–ESU audience (off–campus)†

Contact your Marketing Director (Marketing and Communication directory) so you can decide plan of action and determine the deliverables you will need to make your project successful.

Submit request, along with any photos, copy, etc.

For the most efficient process possible, finalize all content and gain all approvals from necessary parties before submitting your request. Send **FINAL AND APPROVED** content (photos†, text/copy, etc.) for your design to your Marketing Director.

Copy reviewed by member(s) of Marketing and Communication

Members of the Marketing and Communication team will look over the copy to ensure accuracy of information and consistency/alignment with ESU voice. The copy is then sent back to reviewer(s) for approval or feedback. Steps repeated until final sign–off is provided by the reviewer(s).

Copy is finalized, sent to designer for layout

Within 10 business days of receiving all of the content, a designer will send a proof of your marketing piece(s) to your Marketing Director, who will forward on to the required reviewer(s). This proof needs to be reviewed by any and all necessary parties. Feedback should focus primarily on the copy.*

If you have any changes: Any feedback/edits/changes should be consolidated (in an electronic format) and sent directly back to the designer who provided your proof (Ryan or Kelsey).

Updated proofs will continue to be provided and the steps above repeated until final sign–off is provided by the reviewer(s). This process should be complete within no more than 2–3 rounds of review.

Design is approved, file(s) sent to UCC or off–campus vendor for production

If NO changes are needed: Please provide the designer with final sign–off from the reviewer(s). The designer will send the file to the proper print vendor, or provide you/your Marketing Director with the file necessary for your request (e.g., a JPG for social media, or a PDF for a SWAG item through 4imprint).

Your Marketing Director will update you on any timelines regarding production time.

Billing/Payment Info

If your request is for a printed piece: Many print requests can go through the University Copy Center (UCC) on campus, which requires an index number for billing. If UCC is unable to complete your project, approved off–campus vendors will be used and a purchase order is required. Contact Kate Kreiman (kkreiman@emporia.edu) for more details on the off–campus printing process.

If your request is design only (e.g., swag): Most swag items are created off–campus and require a purchase order through the Business Office. Please work with your Marketing Director to pick a vendor prior to putting in your design request so you can include links to the specific item(s) or any notes from the chosen vendor. For more information about this process, contact Kate Kreiman (kkreiman@emporia.edu).

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†Requests for projects internal to campus will be accepted based on workload at time of request. Marketing and Communication and the Brand Director reserve the right to refuse requests.

*If you have a specific design concept, photo or photo idea in mind, please let Marketing and Communication know when submitting your request through your Marketing Director. Otherwise, Marketing and Communication will select photography/graphics based on the messaging and target audience. That selection may or may not be able to change after the first proof has been provided, depending on the layout and design. Marketing and Communication and the Brand Director reserve the right to refuse any/all photo or design suggestions.