



Creative Design Services

Strategic Communications • Office of the President

Creative Design Services, a unit of Strategic Communications, is a full-service communications team providing editorial, promotional and events services to the departments of University Affairs as well as other divisions and units within the UC Office of the President. It serves as the publications arm to internal constituencies as well as the broader public and assists in communicating with specific audiences such as staff, faculty and students, voters and elected officials, and alumni and taxpayers.

Creative Design Services reaffirms its commitment to professional communications service with this statement of purpose:

- We draw on our professional experience to create cost-effective communications of the highest quality, regarding any resource limitation as a challenge, not an obstacle.
- We strive to present creative solutions that promote the goals, objectives and initiatives of the divisions that make up the UC Office of the President.
- We form collaborative relationships with our many clients, always mindful of our service orientation.

We are a full-service professional team providing editorial, promotional and design support that furthers the understanding of the mission of the University of California internally as well as externally.

Our creative services are offered within the Office of the President. Units are billed for hard costs such as design, photography, illustration and printing.

We provide

- Report writing and design
- Case statements
- Brochures
- Multimedia and video, and speaker support presentations
- Newsletters
- Event materials, invitations and programs
- Publicity for internal and external media (announcement of awards, major gifts, new programs, etc.), including electronic distribution
- Speeches
- Photography/photographic resources
- Illustration
- Exhibit design

What you need to do before beginning your project

- Determine your communications needs.
- Gather background materials, prepare an outline and make sure you have a consensus on direction on your end before the project begins.
- Define your audience and the response you want from them.
- Think about how the materials will be distributed.
- Time the materials so that they complement rather than conflict with other promotions.
- Decide how long you want the materials to last.
- Ask yourself whether the piece is a one-time publication, will be published periodically, or will be coordinated with other publications.
- Do you plan on having an identity program that will require a series of publications?
- Consider “leveraging” opportunities. Can the material be used in other mediums; for example, as part of a Web site?
- Think about the image you want to portray.
 - Does it tie into a UC family-look?
- Provide us with a well-thought-out quantity.
- Determine your budget.
- Think about who else besides you needs to approve the copy and/or design. Approvals can take weeks and must be factored into the schedule.
- Appoint one contact person to work with us and handle all approvals on your end.
- Give us a due date and indicate whether it is firm or flexible.
- Tell us where to deliver the materials.
- Give all of the piece's components to us at once, not in dribbles.
- Transfer the text to us electronically, or on a disk.

During your project

- Know the production schedule and stick to it. Delays on your end can create scheduling conflicts on our end, meaning further delays.
- Let us know of any development that could alter the piece or the schedule.
- Proofread copy and page proofs carefully. We will, too, but the ultimate responsibility for the job will be yours.
- Shepherd the copy and/or design through needed approvals.
- Track progress of your project on Creative Design Services on-line Web-based tracing system.

After your project

- Tell us what worked, what didn't.

Who does what?	Client	Creative Design Services
State problem	x	
Devise solution	x	x
Gather background material	x	
Get consensus on direction before work begins		x
Write first draft or outline	x	
Set budget	x	
Get cost estimates		x
Research, write, edit copy		x
Design: create format; select artwork, typefaces, paper, colors		x
Approve design	x	
Gather photos and other graphics	x	x
Select vendors		x
Prepare publication for printer		x
Approve final layout	x	x
Approve blueline	x	
Take delivery, use pieces as you intended	x	

Who to call

For more information or to start a job:

Phillip G Torrez, (510) 987-9205

Design: Linn Lee, (510) 987-9206

General assistance: (510) Karen Reed, 987-9009

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