CALS Communications

# Design Project Guidelines

To ensure high-quality design, efficient workflows and timely delivery, CALS Communications follows these guidelines for print and digital design projects.

NC STATE UNIVERSITY

CALS Communications

## 1 Project Requests & Content

Before design begins:

- Provide final, approved copy in one organized Word document or Google Doc.
- Supply all required images, logos, links and supporting materials.
- Verify names, dates, statistics and other factual information.
- Identify one project contact to coordinate feedback and approvals.

**Incomplete content or major changes after design begins may delay the project.**

## 2 Design Review & Revisions

Projects generally include two revision rounds following the initial design.

- **Round 1:** Review layout, imagery, messaging and content. Submit substantive changes.
- **Round 2:** Final refinements, proofreading and factual corrections only.
- **Final proof:** Approval, not additional redesign or content development.

**Additional revision rounds or major changes may require a revised timeline.**



### Our Goal

A collaborative, efficient design process that allows CALS Communications to deliver thoughtful, effective and high-quality work while meeting the college's priorities.

## 3 Providing Feedback

- For documents longer than two pages, submit all edits through Adobe InDesign Share for Review. (you will be provided a link for this and instructions, if needed)
- Pin comments to the exact location and provide complete replacement copy.
- Consolidate all stakeholder feedback and resolve conflicting comments internally.

**Separate email edits, Word documents or PDF markups are accepted for long-form publications.**

## 4 Deadlines & Scheduling

- Timelines depend on project scope, priorities and team capacity.
- Design begins when content and assets are complete.
- Review and approval deadlines are set for each project.
- Late feedback or major revisions may shift delivery dates.
- Rush requests cannot be guaranteed.

**Printer deadlines are not design deadlines. Allow time for prepress, proofs, printing and delivery.**

## 5 Final Approval

- The project contact secures stakeholder approval and verifies content accuracy.
- Changes after approval may cause delays or additional costs.

**Please contact our project manager, Jennifer Bernabi, jabernab@ncsu.edu, for further information or questions.**