

Kalamazoo RESA

Communications Department Project Process and Timeline Guidelines

Preparation is the key to successful projects, and the earlier you can begin the process, the better, particularly if the project is new.

In general, for new projects we recommend you contact the Communications office 6 to 9 weeks before you want the final project. Major pieces require more time for design and production.

	PRINT	WEB
Major Pieces (minimum 6 weeks - up to six months)	<p>These projects include: large publications or a series of printed pieces, pieces that require strategic planning, custom photo shoots, and may have multiple approvers. For example:</p> <p>Annual Reports Strategic Plans Marketing Materials</p>	<p>Redesigned website section New website section Online photo gallery New web presence related to specific initiatives</p>
Mid-Size Pieces (2-4 weeks)	<p>These projects include: event programs, postcards, custom invitations, table top displays, e-newsletters. For example:</p> <p>Booklet programs Event postcards Sophisticated invitations E-newsletter template and header creation, copy review and editing</p>	<p>Online Form Program-specific highlight social media graphics</p>
Short Lead Projects (10 days)	<p>These projects include: single sheet programs or ads. For example:</p> <p>Event flyer Fold-over programs (4 pgs or less)</p>	<p>Web page update Social media graphic</p>

PROCESS

