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## PUBLICATIONS WORKSHEET AND GUIDELINES

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**1. Define your audience.**

Who? \_\_\_\_\_

How many? \_\_\_\_\_

How will they receive the piece? \_\_\_\_\_

**2. List your APPROVED department budget amounts.**

Design (if using an outside designer) \_\_\_\_\_

Printing \_\_\_\_\_

Mailing \_\_\_\_\_

**3. Determine a realistic work schedule.**

a. To put together a schedule, start with the date you would like the piece to be received, and work back from there. If you are mailing bulk (at least 500 pieces, include indicia on the envelope/card), allow three weeks for mailing. Bulk mailings must be done by a mail house (you will need to get three bids) and processing can take up to five days. Be sure to request mailing lists in advance and send the data ahead of time so that the mail house has the files ready for imprinting when they receive the piece. Otis recommends that any mailings to an audience of more than 500 be sent bulk to avoid logjams in the mail room.

b. Allow at least ten working days for printing, more if it is a book or complicated binding project.

c. Allow one week for final proofing of text and layout. Note that depending on approvals, this may take longer. At minimum, the production and mailing phases will take SEVEN WEEKS.

d. Allocate design time based on a conversation with the designer about the scope of the job. Discuss possible vendors and get specifications from designer for three bids. Be sure to consider packaging, envelope, etc.

e. Prepare images and text for designer. The designer needs to receive all materials at once in final format, i.e. digital imagery and electronically transmitted text. Check with designer about image resolution and file format. When you are revising annually reproduced documents, save the text in a Word or PDF file so that when the copy is sent around for approval, changes can be made using the formatting palette or track changes feature.

f. For ads, submit copy and imagery to designer at least one month prior to deadline. Be sure to communicate specifications from magazine or newspaper about file format and transmission.

**4. Identify who will need to approve the project and at what stages. (see attached chart)**

**5. Obtain copyright permission for images and quotes. (see Copyright License form)**