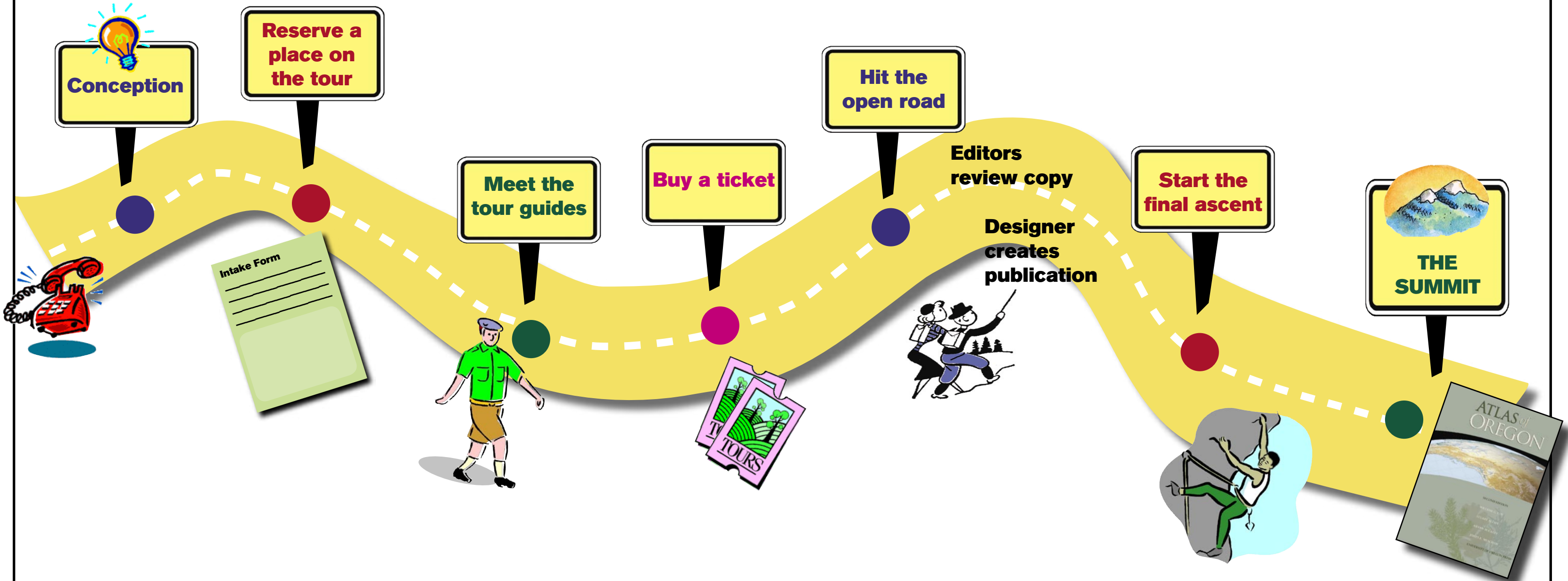


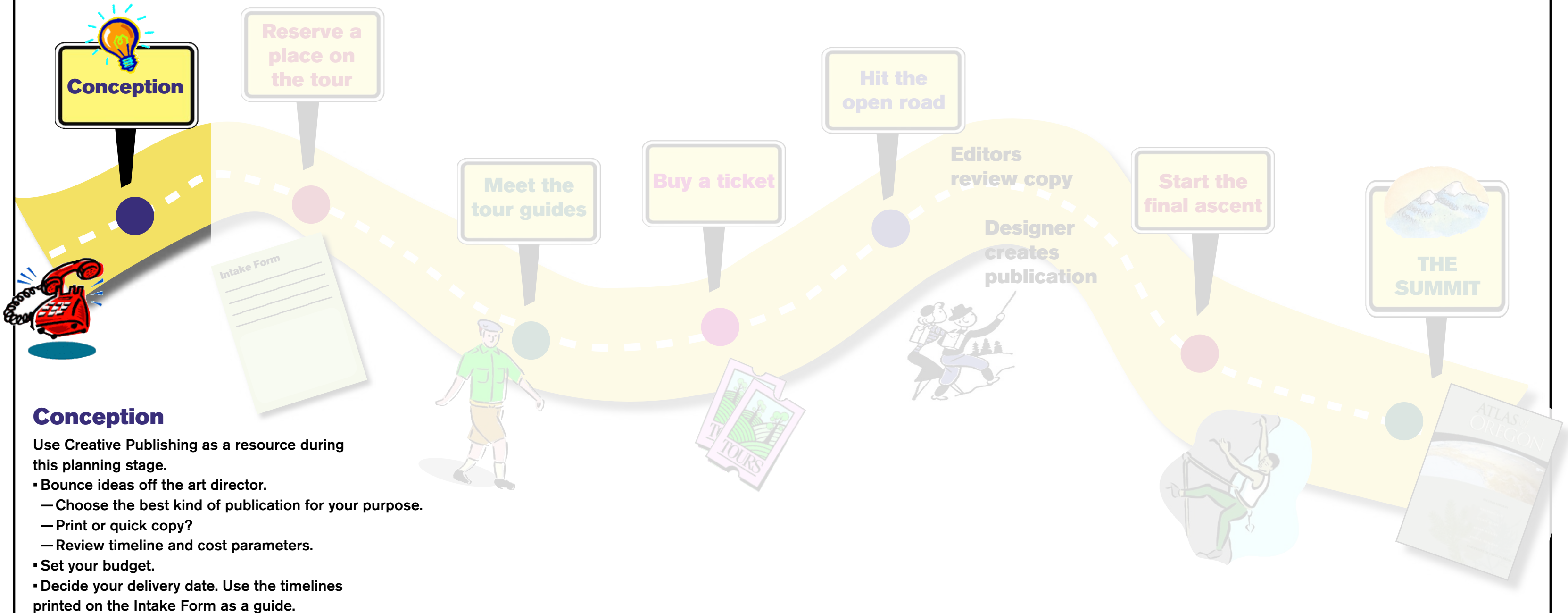


Journey of a Job



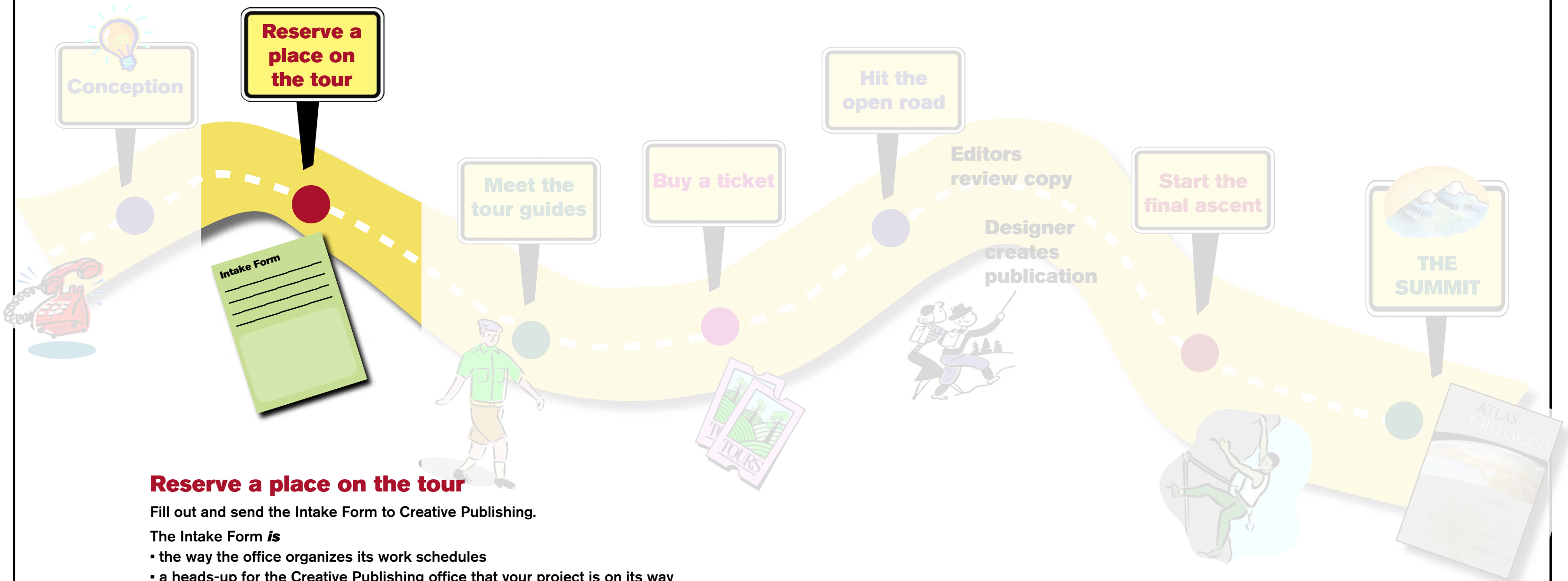


Journey of a Job





Journey of a Job



Reserve a place on the tour

Fill out and send the Intake Form to Creative Publishing.

The Intake Form *is*

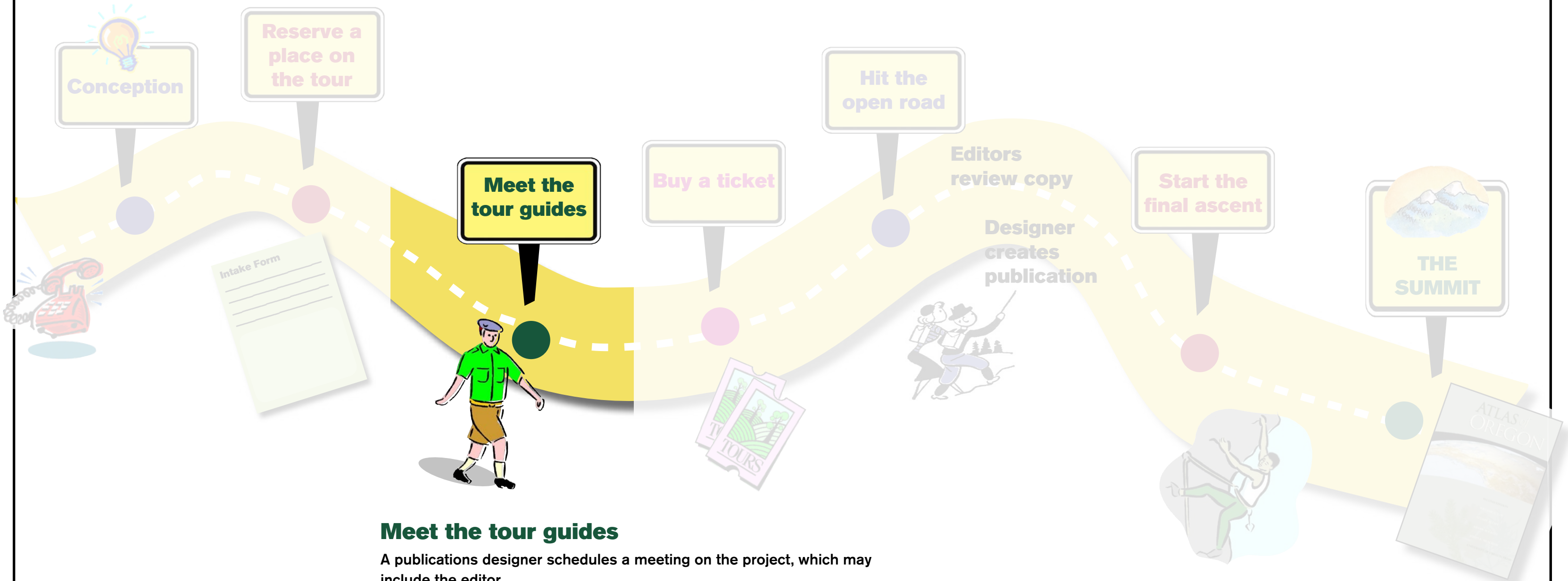
- the way the office organizes its work schedules
- a heads-up for the Creative Publishing office that your project is on its way
- a way for you to give the creative team an idea of what you want
- where you can request a bid for the cost of producing a publication
- where you find information about how long it takes to produce various publications.

The Intake Form *is not*

- a substitute for meeting with the creative team.



Journey of a Job



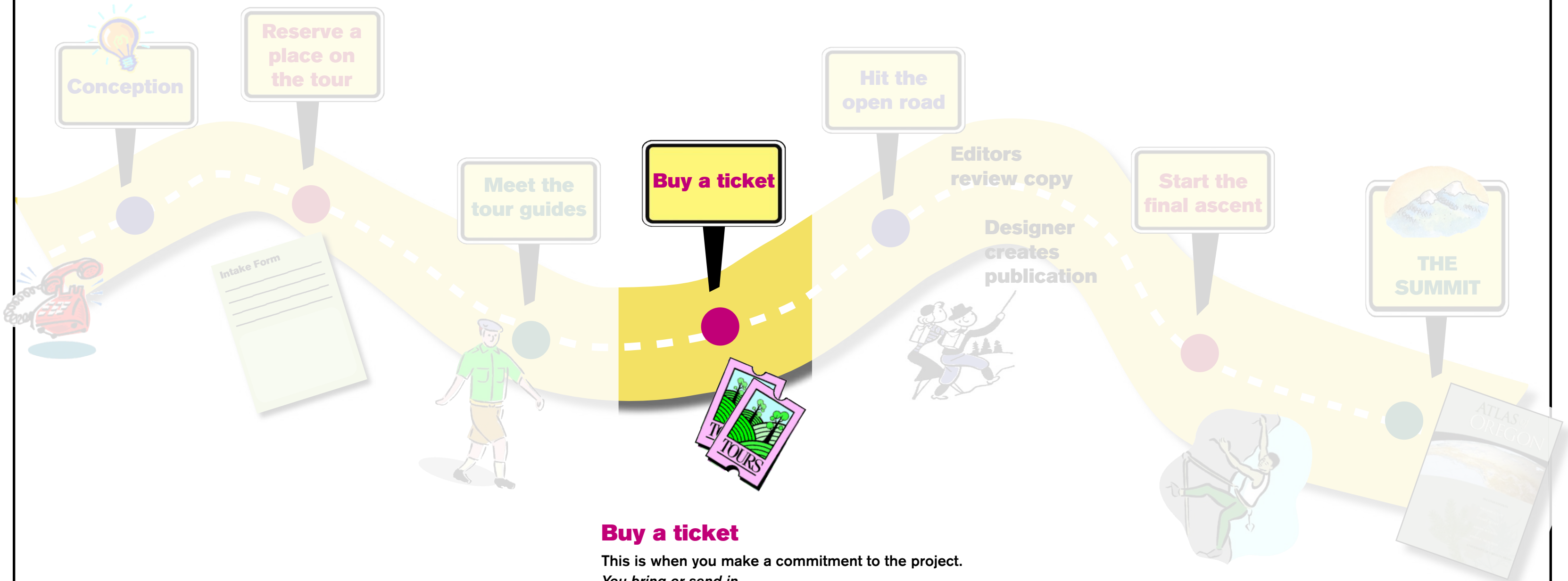
Meet the tour guides

A publications designer schedules a meeting on the project, which may include the editor.

- Bring samples of publications you think might illustrate your concept.
- Bring photos or art work, if you have them.
- Decide on design criteria.
- Request a bid.
- Map out your journey as part of the creative team.



Journey of a Job



Buy a ticket

This is when you make a commitment to the project.

You bring or send in

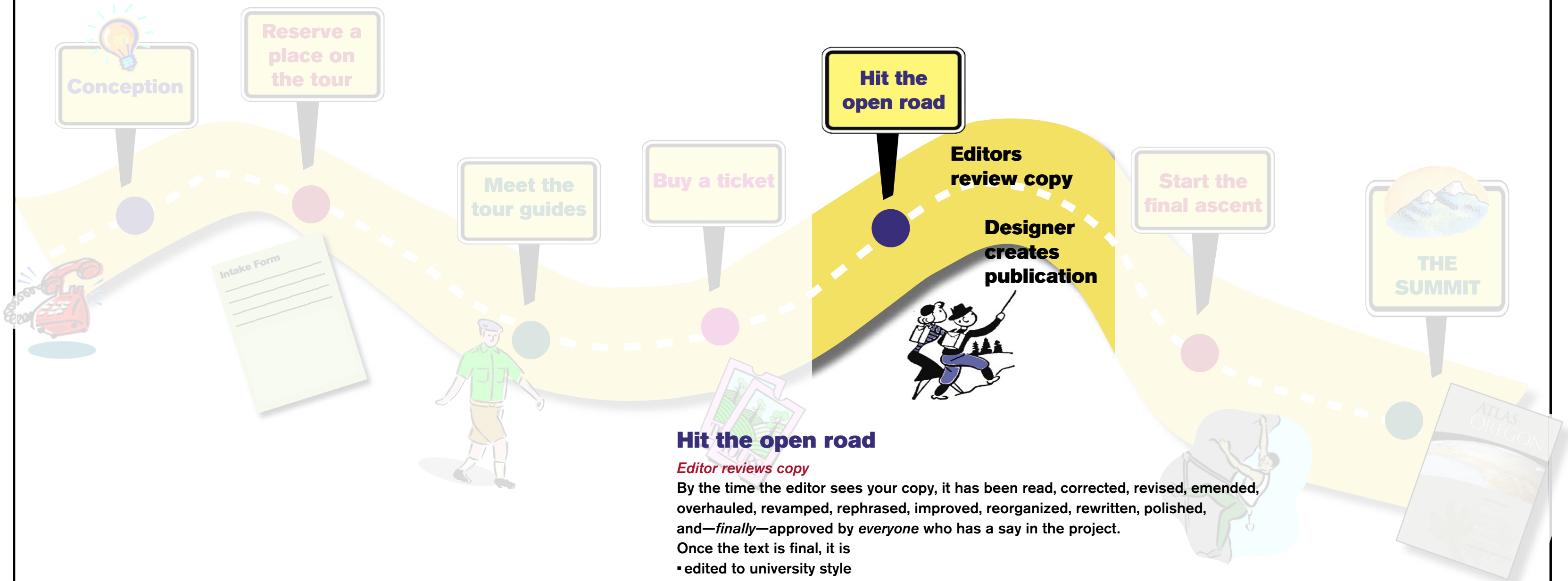
- final text
- an index number on a quick copy or print order
- photos or art for the project.

In return you get

- an itinerary—a timeline that details the publication's production.



Journey of a Job



Hit the open road

Editor reviews copy

By the time the editor sees your copy, it has been read, corrected, revised, emended, overhauled, revamped, rephrased, improved, reorganized, rewritten, polished, and—*finally*—approved by *everyone* who has a say in the project.

Once the text is final, it is

- edited to university style
- checked for accuracy
- Edited for length if necessary with your input and approval.

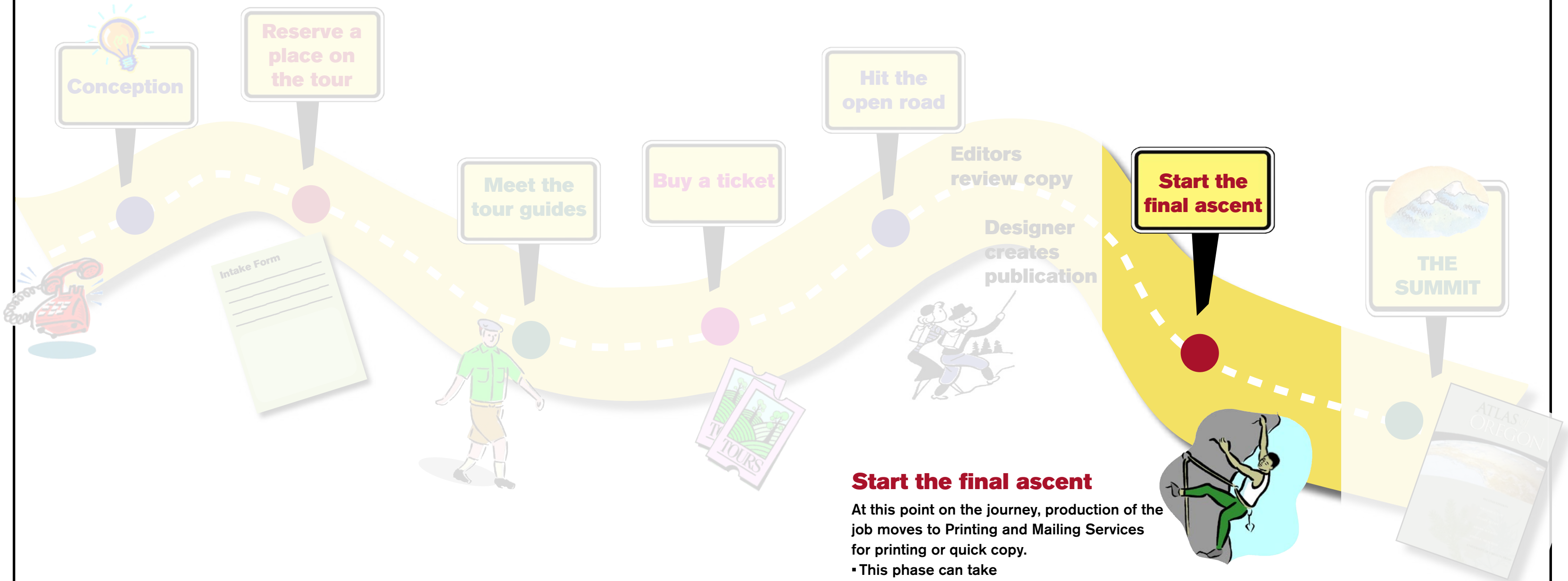
Designer creates publication

Easy to say, but can be challenging to accomplish. Once the designer is satisfied the criteria are met

- you see a proof of the design
- you refine publication with the designer
- you make *minor* corrections to text, if necessary
- a second proof is made and reviewed
- an editor checks the publication before it is released for printing or quick copy.



Journey of a Job



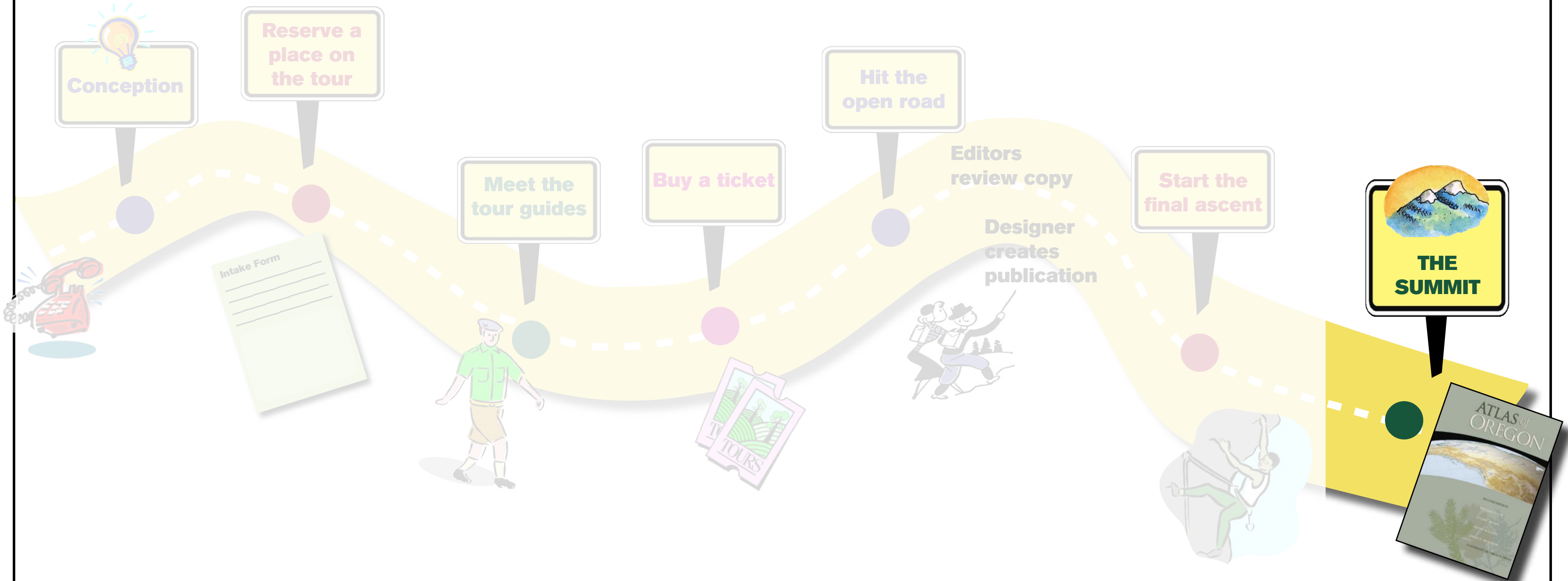
Start the final ascent

At this point on the journey, production of the job moves to Printing and Mailing Services for printing or quick copy.

- This phase can take
 - two to three weeks for print.
 - two to five days for quick copy.
- One proof from printing is included in the bid.
 - Check photos and colors.
 - Make sure the text is all there.
 - Read headlines and photo captions.
 - This your *last chance* to see the publication before it is printed.
- After printing, your publication is
 - delivered to you
 - mailed
 - distributed on campus.



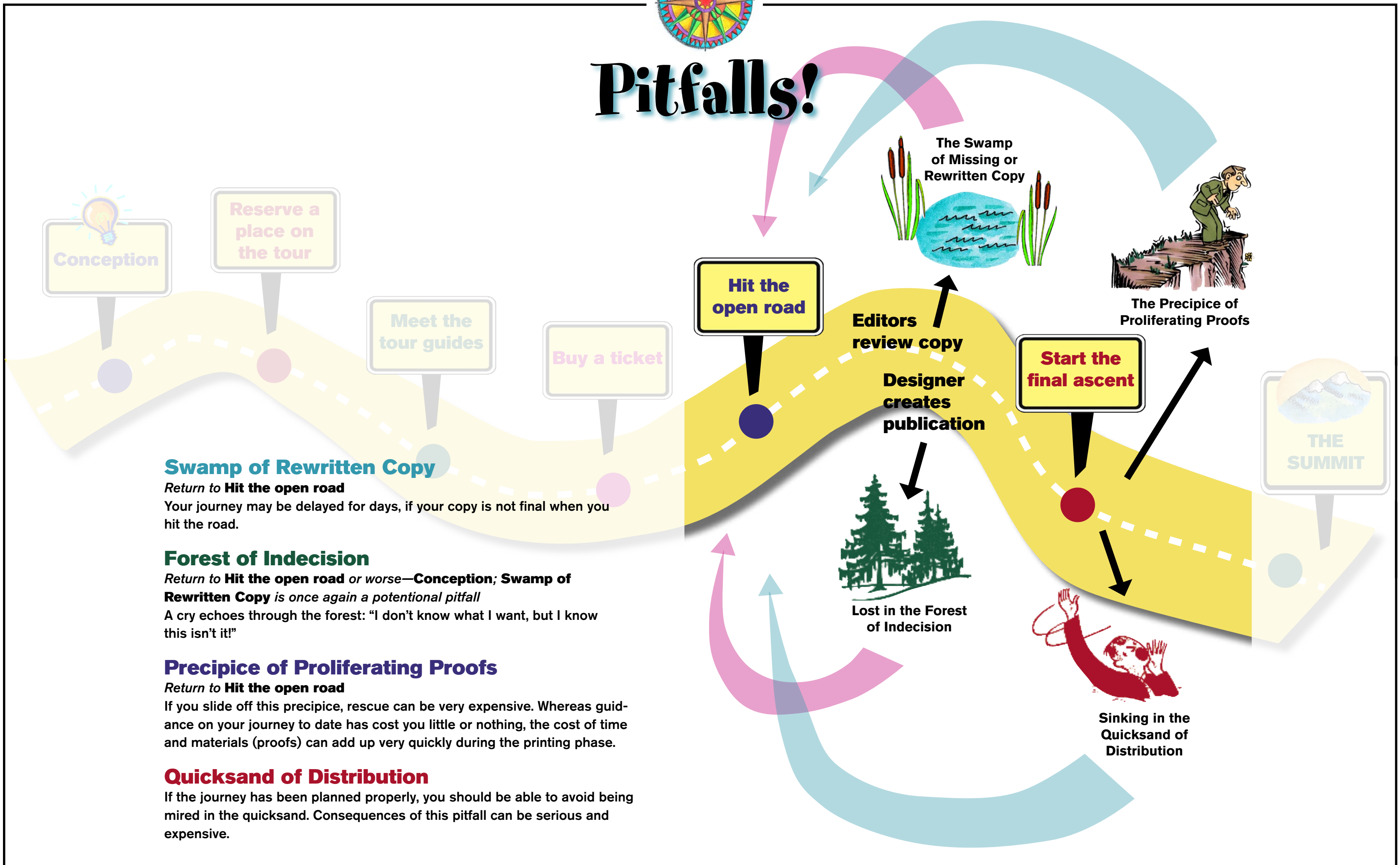
Journey of a Job



Congratulations!
You've reached the summit.
Savor the satisfaction
of your success.



Pitfalls!



Conception

Reserve a place on the tour

Meet the tour guides

Buy a ticket

Hit the open road

Editors review copy

Designer creates publication

Start the final ascent

THE SUMMIT



The Swamp of Missing or Rewritten Copy



The Precipice of Proliferating Proofs



Lost in the Forest of Indecision



Sinking in the Quicksand of Distribution

Swamp of Rewritten Copy

Return to Hit the open road

Your journey may be delayed for days, if your copy is not final when you hit the road.

Forest of Indecision

Return to Hit the open road or worse—Conception; Swamp of Rewritten Copy is once again a potential pitfall

A cry echoes through the forest: "I don't know what I want, but I know this isn't it!"

Precipice of Proliferating Proofs

Return to Hit the open road

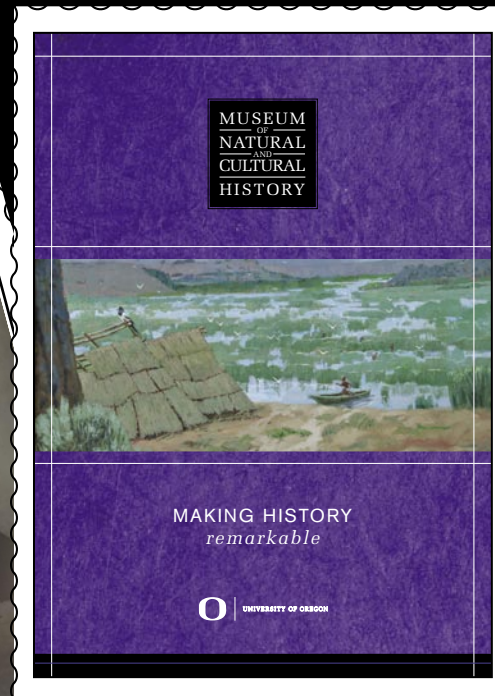
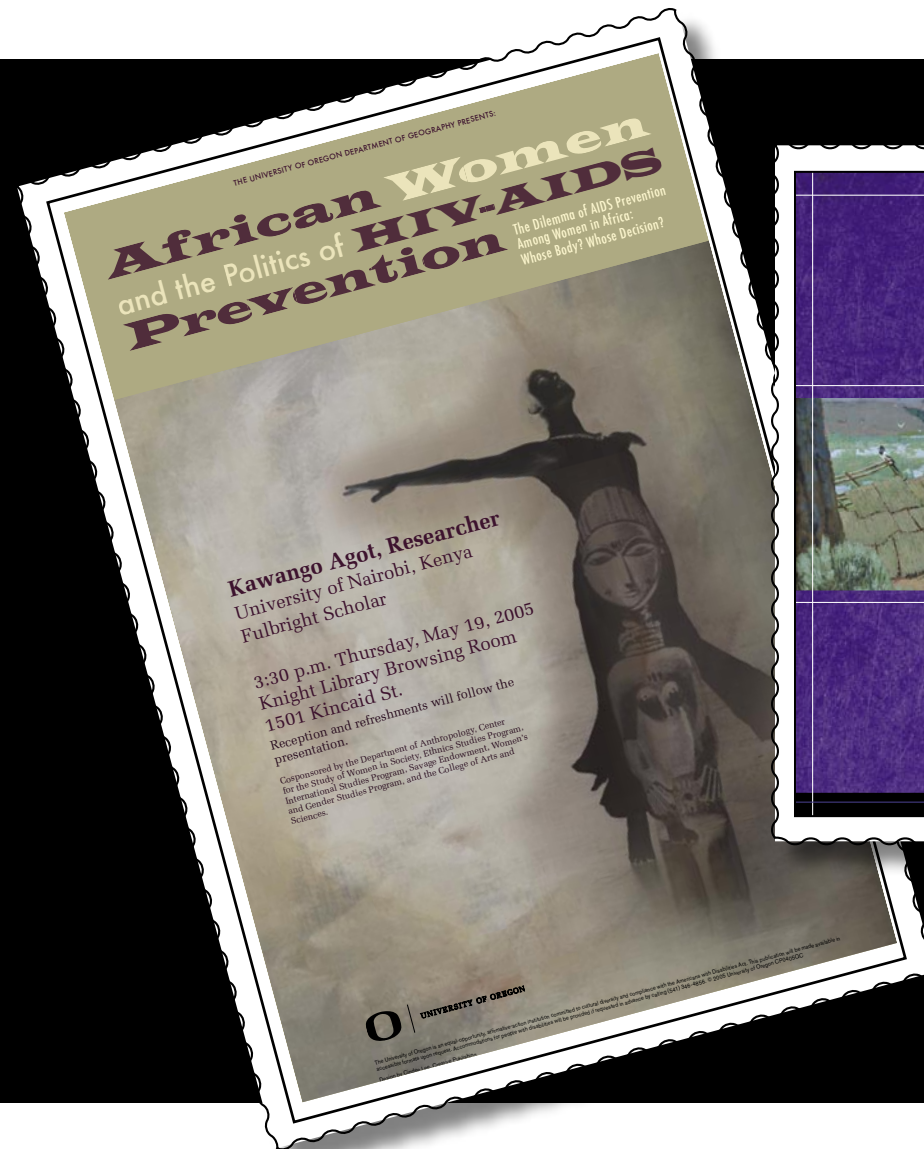
If you slide off this precipice, rescue can be very expensive. Whereas guidance on your journey to date has cost you little or nothing, the cost of time and materials (proofs) can add up very quickly during the printing phase.

Quicksand of Distribution

If the journey has been planned properly, you should be able to avoid being mired in the quicksand. Consequences of this pitfall can be serious and expensive.



Postscript



Review your photo album