

## Check the status of your project!

<https://ipfwurc.updatelog.com>  
[www.ipfw.edu/publications](http://www.ipfw.edu/publications)

### Standard Project Timelines

Once all materials are received from your office (from that date):

- **2-week turnaround** for a design proof (3 weeks if it is a NEW marketing piece)
- **1 week** factored in for client proofing

#### Delivery from on-campus printing

- Offset press (black, 1- or 2-color jobs): 5-7 business days
- Copy machine (b/w or color): 3-5 business days

#### Delivery from off-campus printing

- 7-10 business days
- We do our best to meet your needs, but anything outside of these timelines does not have a guaranteed completion date.

### BASECAMP: Project Tracking

- **Useraccounts:** You will be assigned a username and login to BASECAMP after the project initiation meeting.
  - Sent via IPFW e-mail
  - You can also get to BASECAMP by going to [www.ipfw.edu/publications](http://www.ipfw.edu/publications).
  - You will have access to view progress on the milestones for your projects ONLY!
- **Project assignment:** The project will be assigned a job number, and all agreed-upon deadlines (milestones) will be entered into the BASECAMP system.
  - The job number and name will appear on the RIGHT under YOUR PROJECTS. The project is now available for you to track and refer back to at any time you need.
- **Communication:** All e-mail communication will be filtered through Basecamp, so it resides with the project number.

### Information you need to open a job

The most important step in producing a successful publication is planning. The key questions to ask yourself when planning your publication are:

- What do I want my publication to accomplish?
- Who is my target audience?
- What is my budget for this project?
- What is a realistic timeframe for my project (within the standard Publications process timeline | See STANDARD PROJECT TIMELINES to the left)?
- Do I have my information gathered and in final form?

### Other questions you should have answers for:

- How many will I need?
- Who is the project-lead contact, and who will have the final sign-off?
- Is there any pre-existing photography or artwork, or is there a need for new photography or artwork?
- Do you have any ink color or paper preferences?
- What is my account number (for tracking and printing billing)?

### General Information

IPFW Publications is a part of University Relations and Communications—the marketing, public relations, and communications unit for the university.

- Publications sets editorial and graphic standards for the campus.
- For NEW marketing materials, we work together with URC's marketing specialists (see Integrated Marketing).

#### Publications' services for external/internal audiences:

- Design/Layout for print publications
- Editing/Writing
- Photography
- Event/campus signage

**To inquire about a project, GO TO** [www.ipfw.edu/publications](http://www.ipfw.edu/publications)  
**E-MAIL** [urcpubs@ipfw.edu](mailto:urcpubs@ipfw.edu)  
**CALL** 260-481-6428

#### Pubs Process questions:

Andrew Welch [welcha@ipfw.edu](mailto:welcha@ipfw.edu)

#### Graphics Standards questions:

Lea Ann Powers [gebhardl@ipfw.edu](mailto:gebhardl@ipfw.edu)

#### Editorial Style questions:

Dane Hawley [hawleyd@ipfw.edu](mailto:hawleyd@ipfw.edu)

### Integrated Marketing

For assistance with NEW marketing and communication efforts, please contact your area's assigned marketing specialist listed below:

Laurel Alberson, 260-481-6166  
[albersol@ipfw.edu](mailto:albersol@ipfw.edu)

Susan Alderman, 260-481-6165  
[aldermas@ipfw.edu](mailto:aldermas@ipfw.edu)

Louise Teague, 260-481-6495  
[teaguel@ipfw.edu](mailto:teaguel@ipfw.edu)

If you are unaware of who your marketing specialist is, please contact Nan Bremer at 260-481-6808.

#### University Relations and Communications' marketing specialists services:

- Conceptualization
- Writing for marketing purposes

### What is a university publication?

Any material paid for from funds administered by IPFW that:

- Represents the university to an audience, including current students, prospective students, alumni, and university supporters
- Uses the university name and/or logo. This includes books, booklets, magazines, brochures, invitations, mass-mailed letters, posters, programs, pamphlets, leaflets, fliers, letterhead, business cards, and similar materials.

**NOTE:** These do not include intracampus forms, class materials, internal newsletters, and personal business letters.

### Related services

Although Publications works closely with **Printing Services**, that office is in a different administrative unit and must be contacted directly. If you are in need of photocopying, offset printing, and bindery services for intra-campus materials or you are reprinting (without changes) a previously printed piece, please contact Printing Services at 260-481-6801.

Assistance with software operation/training should be directed to the **Information Technology Services (ITS) Help Desk** at 260-481-6030.

## Make online Publications requests!

Go to [www.ipfw.edu/publications](http://www.ipfw.edu/publications) to make requests for:  
• **Business Cards** • **Photography** • **Publications Projects** •

If more information is needed, someone will be in contact with you to schedule an appointment.