Design work is provided to TAAG as a whole, departments, programs, and faculty for administrative and academic purposes and department-sponsored events. Rudy is available 50% time for this work; requests will be handled on a first-come, first-served basis. Faculty need to consult with their Department Chair or Director prior to making any requests. Services are not for personal use and do not include class materials. All work remains property of University of California Regents.

CAPABILITIES
Advertisements: newsprint, magazine or web
Design
Banners
Branding
Brochures
Booklets
Books
Catalogs
CD-ROM packaging design
Event promotion: invitations, programs, posters, event graphics
Illustrations
Logos
Magazines
Newsletters
Scanning
Strategic marketing planning
Postcards
Photo editing
Programs
Project management
Posters
Web graphics
Web design
Web updating

TYPICAL DESIGN TIME TO COMPLETE A PROJECT
(Individual projects may require more time)
5+ working days
Scanning
10+ working days
Advertisements: newsprint, magazine, or web; banners; brochures; event promotion: invitations, programs, posters; postcards; photo editing; programs; posters; web graphics, web updating
15+ working days
Booklets; catalogs; CD-ROM packaging design; illustrations; newsletters
20+ working days
Logos; web design; books
30+ working days
Magazines

PROCESS
Projects will be originated by contacting designer to schedule an initial meeting. Requests will be handled on a first-come, first-served basis. Initial meeting will establish project objectives, materials to be produced, scope of work, working schedule, project budget (if applicable), delivery date of first proof. Project meetings are to be scheduled a minimum of 10 working days in advance of due date—15 working days at start or end of a quarter.

Faculty delivers content to designer; designer researches project, submits estimate for budget approval (when needed); schedules needed resources (photographer, writer, etc.); delivers first proof to client (all proofs provided in PDF form unless requested otherwise); client requests changes (to be marked on the PDF); revised proof returned to client. Repeat process to acquire client’s sign-off; designer sends project to final destination (printer, web, publication).
PROCESS GUIDELINES

Rudy Garibay, Senior Graphic Designer, The Arts Administrative Group.
116D Music Building e: rrgaribay@ucdavis.edu o: 530.754.2258 c: 530.383.0617

GUIDELINES FOR ESTABLISHING A SCHEDULE

In-house printing, web for web use, or advertisements (Copier, Repro quick copy) (2-week schedule to delivery of finished product to client).

2 weeks from due date: Meet with client to discuss scope of project and objectives
10 days from due date: Text/Content to designer for design
6 days from due date: First proof to client
5–3 days from due date: Proofing process
2 days from due date: Delivery of final files for in-house printing

Commercial printing (3–8-week schedule to delivery of finished product to client—depending on the complexity of the project the schedule will be adjusted). Projects typically fall within the 3-week schedule, e.g. postcards, flyers, newsletters, brochures.

3–8 weeks from due date: Meet with client to discuss scope of project and objectives
Text/Content to designer for design, estimate to Dept. Chair for signature and account information, which designer will then send to the Business Office
5–15 days after first meeting: First proofs to client
7 days from due date: Delivery of final files to commercial printer.

CONTENT

Copy to be submitted in electronic format. Designer is NOT responsible for proofreading copy. Major changes made by client at proof stage could cause project delays.

Unless specified, client to supply high resolution files of art, illustration, photographs.

Department to select a lead contact, who will clear all work requests with appropriate chair or director. For committee-based projects, committee to select one contact person to collect and deliver edits.

Edits/Changes are to be submitted in writing during proofing stage.

Client is responsible for acquiring any copyright clearance for art, photos or content.

PRINTING

Project printing budget is to be established in order to design appropriately, avoid delays. Chair’s signature and account information required (on work order form; approval by e-mail or in writing) when the project incurs costs (e.g. materials, commercial printing).

Printer’s blue line proof will be reviewed by designer and presented to client only if requested.

Rush projects may be accommodated as time permits.