

UCOMM PROJECT REQUEST PROCESS

Project Request Process

1. Prior to submitting a request, please notify your unit leadership on the purpose, goals, and ballpark budget needed to complete your proposed project. For UA projects, please consult with your appropriate Alumni or Development Communications UComm liaison before submitting requests.
2. Visit brand.ucr.edu/downloadable-assets to submit a design, video, or photography request form.
3. Within 1 to 2 business days, you will receive a short (5 min) phone consultation from UComm staff to confirm/complete project request details.
4. Within 3 to 5 business days, the UComm team will review your written request and notify you on the status (accepted/declined/alternative option). If/when your request is approved for production, UComm will schedule an in-person creative consultation (if needed) with you and other relevant stakeholders.
5. Following the creative consultation, you will receive via email a detailed project agreement that confirms your purpose/strategy, production timeline, deadlines for content/design review (two rounds), final delivery date(s), printing, and payment instructions.
6. During the production process, you will receive requests/notifications from our project management system, Wrike, to review and approve deliverables within the platform.
7. For print orders, create a work order with P&R early in the process to confirm quantity and price quotes. For orders involving print mail or email distribution lists, contact Constituent Management & Technologies (CMT) to submit a TFS data request (two week prior to distribution deadline).
8. Once UComm receives your final project sign-off, we will upload your final press files to the work order. For video requests, we will upload your final video after sign-off. For photography requests, we will email you selected final photos or provide you with access to them through our photo-sharing platform.

Our Commitment:

- We will promptly respond to your request
- We will provide reasonable timelines
- We will update you throughout the process
- We will deliver a quality finished product

What We Need from You:

- Plan ahead and secure needed approvals on project before making a request
- Allow for reasonable timelines
- Notify us if the project status changes
- Provide clean written content
- Consolidate needed review and feedback



Tips for Success

1. Submit requests in a timely manner. **Allow a minimum of 4 weeks** for consultation, production, review, and delivery on most projects. UComm will make every effort to meet or exceed your delivery deadlines.
2. UComm generally accepts and approves projects on a first-come, first-serve basis. **Rush requests for major projects will only be considered if supported by urgent need and approved by unit leadership.** If UComm is not able to accept a rush request, we will provide a list of freelance resources.
3. **Clean content is essential.** The partner is responsible for providing or officially approving clean, approved content before the project moves into the design phase. **Solicit and consolidate feedback** and required approvals on all written content prior to approving such content for the design phase.
4. For standard requests, we will provide you with an initial visual comp(s) to confirm design direction, two rounds of complete comps to confirm layout/edits, and final files. Printer proofs may also be provided.
5. **Meet all content review deadlines.** Any project agreement deadlines missed on the part of the client will likely adversely impact the overall timing of production.
6. Build in time for content and design comp reviews that involve senior-level stakeholders.
7. If printing with P&R, **initiate your work order early** in the process and provide UComm with the work order number. As needed, UComm can also provide recommendations for outside print vendors.

