

IMDS Project Guidelines and Tips

Before submitting your project request, we ask that you read the following guidelines and tips to help answer any questions and to assure the best quality design project.

Project Timeline

For majority of illustrations, conference posters, and promotional design projects, IMDS would like at least **two weeks** to complete the design and proofing process, printing, and finishing. Depending upon the scope of the project, additional time may be necessary. Interactive media and animation requests typically need more than two weeks. Shorter turnaround times can be accommodated, but not guaranteed. The more time allowed for the design process equals a better quality finished product.

Submitting Projects

Submit projects by one of the following methods:

E-mail: cirt-imds@indstate.edu

Walk-in: Normal Hall, 120 (basement)

By appointment: (812) 237-2603

If you have not used IMDS services in the past, we recommend making an appointment with one of our designers. We can then sit down with you to discuss your project in detail and show you sample design ideas. For interactive media or animations, an appointment is necessary.

When submitting projects, we ask that you provide the following information:

- Project deadline or due date
- Contact information (both e-mail and phone)
- Number of pieces
- Finishing details (lamination, mounting, etc.)
- Size of printed pieces (typical promotional posters are 24" x 36", typical conference posters sizes can range from 36" x 48", 36" x 56" or 40" x 60")
- Contact information for billing (who should the interdepartmental voucher be sent to)

When submitting projects, all content must be provided in electronic format. The individual requesting the project is responsible for all content (text, charts, tables, images, etc.) and this content should be submitted in electronic format. This can be typed in Word, PowerPoint, editable PDF, etc.) You can submit your files by e-mail, thumb drive, or CD. If your files are too large to be sent via e-mail and you are unable to come into the office, please contact us for further information on uploading files to a public web server.

Design Process

Once you have submitted your project, the following design steps typically take place:

- First, files and all project information is submitted to IMDS via e-mail or in person.
- A designer will contact you with any additional questions and a completion date will be agreed upon.
- If charges are necessary, pricing information will be sent to you and/or your Administrative Assistant at this time. Final billing will not be sent until project is complete.
- A designer will let you know when to expect a proof (all proofs will be sent via e-mail, usually in PDF or JPG format).
- You will then be expected to proof the design and contact the designer with any changes. Your project will not be printed until you have approved the finished design. If major changes are needed, the completion date may need to be adjusted at this time. Proof reading is not the responsibility of the designer.

- Once all changes are made, your poster will then be printed, mounted, laminated, etc. This can often take several days, depending upon the number of pieces.
- A designer will contact you once your project is complete.
- All projects can be picked up at the receptionist desk in Normal Hall, 120 (basement).
- If billing is necessary, an interdepartmental voucher will then be sent to your department.

Project Requirements

There is a 20 piece maximum per event for all IMDS projects. If more than 20 pieces are needed, printing should be facilitated through University Publications and/or be sent off-campus at the department's expense. IMDS does not arrange off-campus printing, lamination, binding, or mounting. Projects are completed on a first come first served basis. All projects directly used for instructional purposes are given first priority.

IMDS does not support 8 ½ x 11 size printing. If lamination or mounting of this size is necessary, you are expected to print your document and bring the printout to IMDS for finishing.

IMDS does not shoot or print photographs, we will only incorporate them into a design or layout. Please refer to Photography Services in the Communications and Marketing group for related services:

<http://www1.indstate.edu/marcom/photography.htm>.

IMDS vs. University Publications

All marketing materials, not directly used in the classroom, need to be submitted to University Publications. Promotional materials used off-campus and that directly promote a University department or unit, need to be submitted to University Publications. This includes brochures, flyers, postcards, direct mail pieces, and even large posters and banners that are for promotional use.

Any project that requires printing large quantities (20+), need to be submitted to University Publications as well.

University Publications: <http://www1.indstate.edu/marcom/publications.htm>

University Logo

IMDS will not print any poster without the "More from Day One" logo. Directional signage and promotional posters used for on-campus events may be the only exception to this rule. The University Seal cannot be used on any posters unless approved by University Publications. If you would like approved copies of the ISU logo to use on your next design project, please contact the IMDS office for those files (eps, jpg, png). For more information, visit <http://www1.indstate.edu/marcom/gi.htm>.

Student Projects

IMDS does support the design and printing of student academic research posters used at professional conference venues (on or off-campus). Faculty mentors or instructors will need to contact our office in advance to receive approval. Students cannot place project requests without prior notice from their faculty/department. In-class student projects and presentations, especially graded projects, are not considered professional conference venues and cannot be printed through our department.

Printing exceptions, at the request of the faculty, can be made for student posters used at community and/or campus events that may not fall under the professional conference category. In these instances, students are responsible for the poster design and submitting completed files to the IMDS office for printing. If a student or class needs assistance with designing their posters, they will need to contact the Student Technology Resource Center. IMDS will not help assist with the design of non-academic research posters.

IMDS does not support design projects or printing for any student organization, fraternity/sorority, or club, even if the project request is submitted by a faculty or staff.

Paper Types

Typically, all of our design projects are printed on a matte (coated bond) paper. Glossy paper is available, but will be assessed an additional charge. Glossy paper is roughly six times the amount of coated bond paper, this is why an additional charge may be necessary.

Vinyl outdoor banner material and corrugated yard signage is also available for a charge.

Images

We always encourage clients to provide any images they would like included in their project, especially images they can take themselves. This is the best way to avoid copyright issues and to get the best end result.

Another option is to use images taken by University Photography Services:

<http://www1.indstate.edu/marcom/photography.htm> .

Remember that we are printing larger than the normal 8 1/2 x 11 sheet, so using the same size images on a letter size paper will not work for a 40" x 60" size poster. We cannot just simply enlarge images clipped from the internet. This will result in a very pixilated image and will not look attractive. Plus it is illegal to simply copy the images off a website without the owner's permission.

IMDS can provide royalty free images for your project if none are submitted. If you have some ideas of the types of images you would like, but are unable to find high resolution files, our office may be able to provide them for your design project.

Damage/Loss

IMDS is not responsible for the damage to any provided artwork or materials. Any provided materials will be handled with care, but during the lamination and mounting process, damage can occur. The customer is responsible for reprinting or resubmitting the materials at their cost. Some printing materials, such as wax inks, may melt in the heat press. You may wish to gather more information about your printed piece before submitting it to our department for lamination or mounting.

Small articles or printed materials can get lost in a production room with various material scraps. This is why we ask for pieces no smaller than 4-5".