Guidelines for college and university publications directors on building effective partnerships with printers and graphic designers

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Abstract
The purpose of this thesis project was to compose guidelines to help facilitate communication and understanding between graphic designers and printers as they work together to service higher education publication offices.

A review of previous research pertinent to this study was conducted. Original research was undertaken in the form of a mail survey distributed to 100 publication directors/managers at four year colleges and universities throughout the country.

The survey was used to determine how various publications offices operate and to elicit suggestions publication directors/managers have for working effectively with graphic designers and printers.

The core of this project was the development of guidelines to be used by college and university publication directors/managers to help them communicate with graphic designers and printers to ensure a smooth publication production process.

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efficient, while continuing to address the growing needs in this important area. Because of the volume of work, outside graphic designers, writers and printers are used as needed. When outside vendors are used, we are careful to match the most competitive bid with the difficulty of the job at hand. Graphic designers will work on design elements and structures, providing a visual message/brand for a company in order to sell a product or service. Illustrators, on the other hand, will typically do commercial work for companies like comic book houses, publishing houses and advertising agencies. They do a lot more drawing, designing of product packaging, working on book illustrations, creating company logos, and graphic novels.

Graphic design degrees require a concentration in product design, website design, and publication design. Illustration students have some graphic design training, but the graphic design degree at Bellevue University takes a multidisciplinary approach by weaving together problem solving, critical thinking, and the fundamentals of design and creative visualization in its curriculum. Resume building, interview prep, networking opportunities, and employer meet-and-greets are all services that are folded into the curriculum at SCAD. Even more, each year they host SCADstyle, in which industry powerhouses present lectures, workshops, and other learning opportunities. In the online BFA in Graphic Design program at Rocky Mountain College of Art and Design, you’ll be working closely with six faculty members who are also working professionals in their field, which guarantees that your instruction will be fresh, relevant, and effective.