



UNIVERSITY OF  
LEICESTER

The Creative Team

# The design process

Advice and guidance on  
how to submit a design  
job from brief through  
to print.

For more information on the design  
process, or if you have any queries  
on our brand, please contact:

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[www.le.ac.uk/creative-team](http://www.le.ac.uk/creative-team)

# What is the design process?

A good design process ensures the client gets the highest quality solution for their communication problem. There are four main steps.

All materials designed and printed for University-related activities must be designed using the University's visual identity by the Creative Team and printed by the University's Print Services.



1. Ideas stage



2. Assembling content

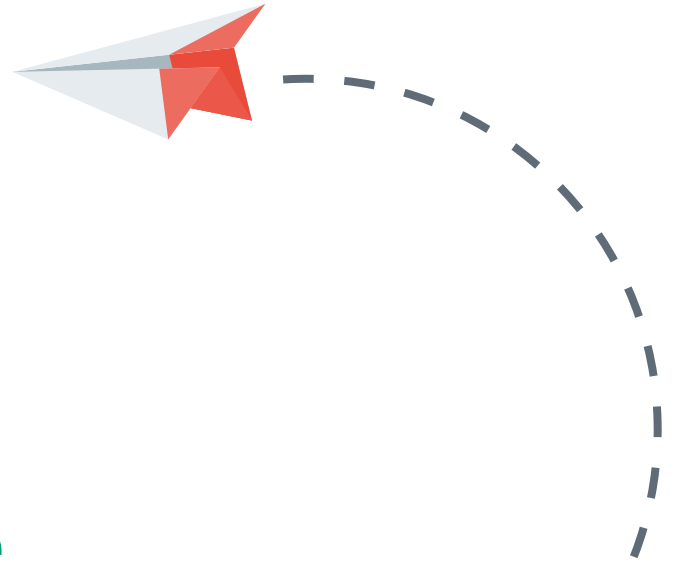
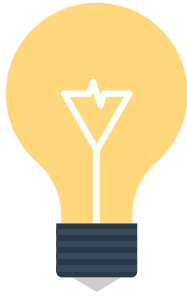


3. Design stages



4. Printing





# 1. Ideas stage

## Basics

- Objective - e.g. to recruit new students.
- Audience - e.g. prospective undergraduates.
- Messages - e.g. our course gives you a fantastic learning experience.
- Is print the best way of achieving this?



Who will work on the project (client-side team)?

Who will sign off the final work?

Should the Marketing Communications team be involved?



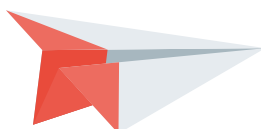
## Questions

- Do we need a meeting? (If you're planning something new it's a good idea to talk to the design team at an early stage.)
- Possible timeline? (The design stage can only start after delivery of final content. Design can take several weeks depending on size and complexity.)
- Images – do we need new photographs taking?
- Tone and style – have you seen something like this before?
- Layout and format? (Refer to [Visual Identity Quick Guide](#).)
- How the text will be created/sourced?
- Charge code for printing costs?

**It is essential to get input from those signing off the final work at this stage.**

Please contact us first through our [design work briefing form](#).

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## 2. Assemble the content

- Client writes drafts of content and shares these with colleagues.
- Assemble images (check copyright licensing issues).
- Commission new images if necessary.

We will be available to discuss ideas with you during this stage of the process and we can help you to commission new photographs if you need them.



### Agree time frame for design and delivery

- Agree copy and proof deadlines, format and number of pages.
- Obtain quote for printing (please contact  
t: 0116 252 2442 e: [printservices@le.ac.uk](mailto:printservices@le.ac.uk))

The timescale for your work will vary according to its size and complexity.



## 3. Design stages

### Initial design

- The client provides final, signed-off, proof-read copy.
- Designer starts work on the job.

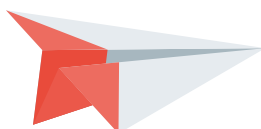
Design work is done within the University visual identity. This has been developed to ensure consistency of all our materials across the University. The visual identity offers plenty of flexibility to suit individual needs.



### First proof

- Design team provides a pdf to the client.
- Client makes corrections on the pdf (please make corrections using Adobe Acrobat software).

It's important to get approval and corrections, at first proof, from everyone who is going to be signing off the final piece of work. Please note that a delay in returning corrected proofs will result in a delay in the next proof.





## Second proof

- Final corrections to punctuation etc.

It is normal to have a first, second and a final proof.

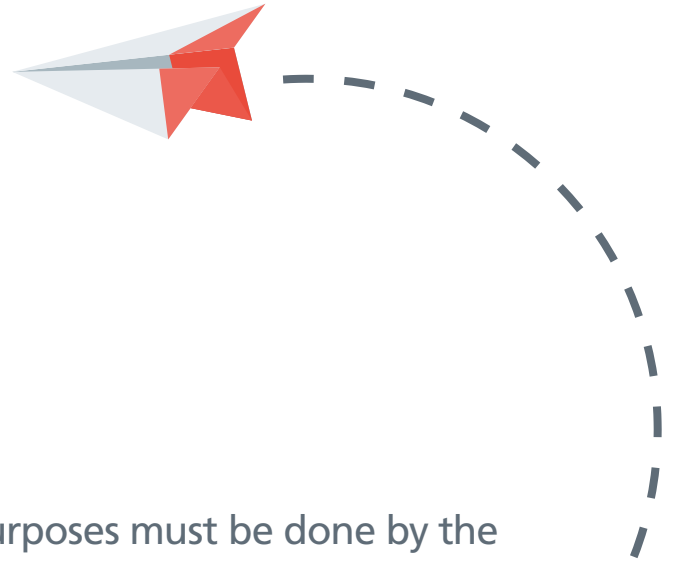


## Final proof sign-off by client for printing

- Please complete the design checklist by email.

Once work has been signed off, the designer passes the artwork over to Print Services for printing and delivery.

**PLEASE NOTE:** There is a design charge of £45 an hour for any additional changes needed beyond this stage.



## 4. Printing

All printing for University purposes must be done by the Print Services team. There is a charge for printing work to cover material costs and staff time.

Please allow a minimum of:

- 3 working days for laser printing (small print run).
- 6 working days for litho printing (large print run or unusual formats).

If your printing requirements are on the list below please contact [printservices@le.ac.uk](mailto:printservices@le.ac.uk) directly with your request.

- University stationery
- Certificates
- Invitations
- Place names, name cards
- Badges
- Canvas prints
- Document binding (printing optional)

For confirmed delivery dates please contact Print Services direct.

### **Print Services contact details**

t: 0116 252 2442 e: [printservices@le.ac.uk](mailto:printservices@le.ac.uk)

[www.le.ac.uk/printservices](http://www.le.ac.uk/printservices)