



## UNIVERSITY PUBLICATIONS AND DESIGN GUIDE TO PRINTING AND PUBLICATION

### WHAT DO YOU NEED IN PRINT?

Would you like to advertise a workshop? Have a theatre poster designed? Duplicate a form? Print a final exam or a classroom handout?

We have design and printing services to help you. The following guidelines will lead you from concept to printed product as efficiently and effectively as possible.

### WHAT SERVICES ARE AVAILABLE?

We offer two basic types of service—duplication (photocopying) and design/offset printing.

### DUPLICATION

Assuming you have printed material in finished, reproducible form (i.e. clear black type and clean artwork) and simply need additional copies, complete a **Printing Requisition** (pink for midtown; yellow for Westside).

Due to budget cutbacks and increased paper costs, the Print Shop is adhering more strictly to duplication guidelines. To save paper, the print shop will double side all work orders.

#### *Classroom handouts*

Handouts from 1-5 pages in length are limited to a total of 155 pages per work order and per class section (5 pages x 30 students = 150 + 5 extras = 155). If you have more than one section of the same course or if you are teaching an extra large section of a course, please specify so on your work order and your total page maximums will be adjusted accordingly.

#### *Syllabi and Examinations*

Because syllabi and examinations frequently exceed the 5 page limitation for handouts, they are exempt from any page limitations. We ask that faculty *single space and use narrow margins on all jobs.* (You may need to adjust the defaults on your computer to do so.)

#### *Eliminate Black Border Syndrome...*

In order to produce quality copies, it is important that your originals be clean and legible. Your copies are only as good as your originals. Those with thick black borders use inordinate amounts of toner to print. Therefore when copying from a

book, please cut off the black borders from your originals and glue or wax (no staples please) to a white sheet of paper before sending your job to the print shop. Please - send *pages*; do not send books or magazine with copy instructions attached.

Printing Requisitions are available from department chairpersons or from UNIVERSITY PUBLICATIONS & DESIGN, x78294. Complete a Printing Requisition and submit it, along with the materials to be duplicated, to UNIVERSITY PUBLICATIONS & DESIGN, 2nd floor, Old Main. **Please do not send materials directly to the Print Shop.** Turnaround time for duplication is usually 3 working days. Allow more time for oversized jobs. (Westside—allow an extra day for pickup and delivery)

### PICKUP & DELIVERY

To check on a job, call the Print shop at x78295. There is no delivery service; Midtown faculty and administrators are responsible for picking up their own printed material. If the Print Shop is closed, someone from UNIVERSITY PUBLICATIONS & DESIGN, 2nd floor, Old Main (x78294), will be happy to assist you.

Jobs from the Westside Campus are returned via WCSU interoffice mail service. There is daily service. Westside faculty—please remember to use *Yellow Printing Requisitions* and allow extra time for delivery.

If adjuncts would like materials sent to the Continuing Education Office, 1st floor, Old Main, indicate so on the Printing Requisition slip.

### LARGE VOLUME PRINTING: OPTIONS AND COSTS

- We are frequently asked to reprint large quantities of classroom material. In some cases, these reprints are used in lieu of, or in addition to, textbooks. Publications of this volume (i.e. more than 5 pages, exceeding a total of 150 copies) may be handled in-house, **however the cost of printing oversized jobs will be charged back to the respective departments.**

These large print jobs will be billed at 5 cents a copy. For example, if you request 50 copies of a 25 page (single sided) document, the charge-back cost to the department will be \$62.50. (50 x 25 x .5) Consequently, faculty members must check with department heads for funding approval. These requests should be accompanied by a **Green Slip** which contains both a budget code number and department signature. UNIVERSITY PUBLICATIONS AND DESIGN (x78294) will be happy to give you an estimate and send you the necessary form. All oversized jobs will be held in the print shop pending receipt of the Green Slip.

- As an alternative means of handling large jobs, faculty may leave a copy of the required material on reserve in the library and request that students be individually responsible for photocopying.

- We can also arrange, given enough time, to print and bind the material for students to purchase directly.

### VENDACARD SERVICES

Vendacards are available to faculty (pick up at Cashier's office) on July 1 in the following denominations:

- *Full-time faculty:* 5,000 (1,000 copies initially, automatically renewed until the 4,000 copies have been used). This annual allotment for full-time faculty is renewed every August.

- *Part-time adjunct:* 1,000 (each course). Adjunct allotments are renewed every semester (Fall, Spring, Summer). For Vendacard purposes, all faculty are considered adjuncts during Summer Sessions. Vendacards may be picked up or renewed at the Cashier's Office or renewed in the AV/TV office on the Westside.

Department secretaries receive annual allotments of 6,000 copies per department (1,000 copies initially, automatically renewed until the 6,000 copies have been used). Allotment runs from July 1 through June 30 each year.

Copy machines are located in the following locations:

White Hall      Westside Campus (2)  
Berkshire Hall      Haas Library (2) \*  
Higgins Hall      The Young Library\*

\* Two machines in the Haas Library and one machine in the Young Library take vendacards.

Forms to request additional allotments are available through department secretaries.

### MANUSCRIPTS

Limited funds have been set aside to copy manuscripts, research papers and articles that the faculty are trying to have published. Because this service may be done off campus, sufficient time should be allowed for duplication of materials.

### COPYRIGHT RESTRICTIONS

The copyright law of the United States (Title 17, U.S. Code) governs the making of photocopies or other reproductions of copyrighted materials. If a user makes a request for, or later uses, a photocopy for purposes in excess of "fair use," the user may be liable for copyright infringement. WCSU reserves the right to refuse to accept a copying order if, in its judgment, fulfillment of the order would involve violation of the copyright law.

### DESIGN/OFFSET PRINTING

If a project requires one or more graphic services (typesetting, design, layout, illustration, photos,) you would need to complete a **Printing Requisition** (pink or yellow) and speak with us about the project.

If the publication also requires outside (offset) printing, you will also fill out a **Green Slip** indicating funding approval. This slip should be signed by the department head and must contain a budget code number. Once the necessary signatures have been obtained, a designer will work with you to create the final project.

UNIVERSITY PUBLICATIONS AND DESIGN is WCSU's Design Studio. Staffed by professional and student designers, it produces bulletins, posters, programs, flyers & brochures, forms, various University promotional publications, etc. The services of the design studio are available to all administrators, staff and faculty without charge. While we cannot offer students and clubs these services, we will gladly advise those who

are involved in a publication project. The Print Shop has photocopiers, as well as folding, stapling, collating and binding equipment. Binding requires extra time and there is a charge.

### THE DESIGN PROCESS

Turnaround time is the magic phrase. Once you have an OK to print, time is your most important consideration. We need time to design, proofread (and often reproof), print, trim, fold, etc. Depending on our schedule, the time of year, and backlog, we will need from *two to three weeks* to complete your job (for in-house printing), longer if the job is lengthy, technically complex or requires outside printing.

### SPEEDING UP THE PROCESS...

Please provide us with copy that is typed, organized, properly spelled and grammatically correct. We do have an editor/proofreader on staff; we are happy to offer her services. **Please be sure that anyone who needs to approve the copy has done so!** It is difficult and time-consuming to make changes once the material has been typeset and copyfitted.

### ARE YOU USER FRIENDLY?

All typesetting is done on Mac computers. If you have access to a Mac terminal and are familiar with Microsoft Word, it will be helpful to us if you input the data and bring it in on disk. This will speed up the design and printing process which makes everyone happy. Call us to discuss the details (x78294).

### BUDGETS & COSTS (AGAIN)

Every printing job is different, so each publication is given individual consideration. There are, however, some general rules of thumb regarding printing costs.

- Technically simple publications (printed in-house) which meet these criteria - 100 to 200 copies, black ink, in-stock paper -will be done without charge. Large quantity jobs may also be printed in-house with printing costs charged back to the department (see **LARGE VOLUME PRINTING: OPTIONS & COSTS**)

- More complicated printing (large runs, coated stock, photographs, 2 or more colors, etc.) may require outside (offset) printing. The source of funding for these jobs must be determined and approved by department chairs and deans.

### OTHER CONSIDERATIONS...

How will the final "product" be distributed? If by mail, should the job be a self-mailer? Have the postal costs been approved? Does the publication require an imprinted mailing permit? Do the dimensions and weight of the publication conform to postal regulations? Can your job be handled by our Mailroom's new system? Check with the WCSU Mailroom!

### FIRST STEPS

For large and outside printing jobs, you begin the process by securing signatures and budget codes from the appropriate people: Academic faculty from their respective Chairs; Administrative faculty from a V.P. (Eugene Buccini, x78400, Rich Sullivan, x78500). Call UNIVERSITY PUBLICATIONS & DESIGN for all necessary forms.

If no costs are involved, simply attach a Printing Requisition (pink-Midtown, or yellow-WS) to the work and send it to UNIVERSITY PUBLICATIONS & DESIGN, 2nd floor, Old Main. Please do *not* send work to the Print Shop.

### WHO'S WHO...

UNIVERSITY PUBLICATION & DESIGN: Need advice about a department brochure? A flyer for an event? Do you have questions about the size and cost of duplicating or printing a job? Call the studio at x78294 and ask for Irene Sherlock.

MAIL ROOM: Questions regarding mail regulations may be addressed to Dave Gelzinas, Coordinator of Mail Services, x78274.

Have a question about the media? Need help publicizing an event? Call Helen Masterson at x78290.