The Office of University Marketing is your partner in producing marketing materials that meet your communication objectives. As a team, we’ll keep our collaboration running smoothly and on time. Here are five easy steps you can take as we work together toward a quality product:

1. **Provide all stakeholders with an opportunity to review the content before you submit it to us.**
   Making changes to the text after the project has been designed is always possible, but the more changes that are required, the more likely it is that errors may be introduced. Additionally, any changes to content after our graphic designers have begun making their contribution to the project can radically affect the layout of the page. Changing content late in the production schedule also may delay the delivery date of your project.

2. **Gather all the content and submit it all at once.**
   Seeing all your material at one time helps our designers envision your needs. When our editorial staff reviews the text, having the complete content allows them to check for consistency throughout the document, from beginning to end. Following this step will also help keep the project on schedule. Please note that all text should be submitted as Word documents only, and that photos should not be embedded in documents.

3. **Use Basecamp as your primary communication tool.**
   Your project will be set up on our online project management system. By communicating with us through Basecamp instead of by phone or e-mail, your comments will be stored in one easy-to-access location, which helps us ensure your corrections and edits are properly incorporated. Everyone involved in the project will be able to review all the project material through Basecamp from wherever they are, making it easy for team members to give their input and feedback. For a tutorial on Basecamp, visit: umarketing.txstate.edu/basecamp-tutorial

4. **Double-check any event dates and locations, URLs and contact information.**
   We do our best to fact-check your material, but your project may contain information that only you can verify. Your attention to such details is not only greatly appreciated, it is vital to the success of your project.

5. **Provide us with a firm due date for your project.**
   With this information, we’ll establish a timeline, building in sufficient time for the review process, so we all have time to take the steps necessary to make this project a great success.

We’re excited to work with you and look forward to creating a wonderful final product together. Thanks for being part of our team!