

From: NNMC Communications & Marketing Dept. (NCAM)
Part 2: Guidance on Marketing/Design Projects and Campaigns

This guidance addresses more complex marketing/design projects and campaigns that can involve several team members, multiple parts, and protracted timelines.

Getting started:

- **Please allow Northern’s Communications & Marketing office (aka NCAM, or “Comms”) at least two weeks to deliver design projects, and longer for major event support and complex campaigns.** We ask that your team provide the information and support necessary for project start, and to be timely and responsive to project needs.
- Assign a project contact from your team and we’ll assign a Comms designer/editor to partner with you on your project.

Project Workflow:

- **“Creative Brief” & Plan: Where we discuss your goals and vision of success, PLUS the who, what, why, when, and how of your project.**
 - Please fill out our Work Order Form, located on the [Communications & Marketing webpage](#) (in the About Northern Menu)
 - The Comms team will schedule a consult with you and your team to learn more about your project goals and help develop a plan and production timelines to achieve them. A clear creative brief keeps our collaboration focused throughout the process, allowing us to deliver successful results that bring your vision to life.
 - Please bring all important materials to the consult and anyone with a principal role in the project should be present.
- **FIRST PASS:** Based on the consult and brief, the Comms designer/editor creates first pass drafts and schedules a meeting to present them to project principals. For large, complex and important projects, this meeting is a critical time to raise questions and discuss feedback together.
- **SECOND PASS:** The designer/editor incorporates the feedback and presents a near final product to the project team. Final edits should be minimal at this point.
- **CLOSE & APPROVAL to publish:** Comms delivers the final design/distribution plan. Both sides share responsibility to proof and approve the final material(s) in a timely manner. Please double check any applicable details: dates, times, locations, etc. Make sure your links work and attachments are correct.

Questions? Contact us at communications@nnmc.edu

(Both Part 1 and Part 2 are available on the [Communications & Marketing webpage](#).)