# DESIGN PROJECT DEVELOPMENT PROCESS

Guideline number: MSC 130-001-04

DESIGN CAN BE ANYTHING FROM CREATING A SIMPLE PAMPHLET TO A MANUAL WITH HUNDREDS OF PAGES.

| Publications | Campaigns/Brand development | Editing/Plain language (other writing) | Translation only |
|---|---|---|---|
| Web | Print only | Mail only | |

## STEP 1 — Request or need for graphic services

**WHO?**
PIO, Project Managers, Project Coordinators, Program Administrators and Administrators, DHS Staff, Division Reps, Commissions and DHS Partners.

**How and why?**
1001 or 2001 sent by e-mail to DHS-OHA Publication Request DHS-OHA.PublicationRequest@dhsoha.state.or.us for assignment of the project. Requester may have a special event, marketing need, alternate format need or general information need.

**Example:** Emergency information, revisions to current program materials, program expansion, notice announcements, alternate formats and translations needed, etc.

## STEP 2 — Project assignment

**WHO?**
Deputy administrator assigns project to designer and editor.

**How and why?**
Assignment based on work load and design and writing style.

**If there are special needs like:** Content development, message clarity, special events and mass outreach and so on... May need strategic partnering with PIO's, OIS Web and or contractors as necessary (media buys and so on).

## STEP 3 — Assignment confirmation

**WHO?**
Traffic manager

**How and why?**
Notify the client who is assigned to their project. Traffic manager confirms client expectations. Sends the designer and editor's contact information and when the project will begin.

**Example E-mail: Project:** DHS 9738 EDD brochure
Thank you for submitting the DHS 2001 Project Request Form. NAME HERE will be the designer assigned to your project for production / design and NAME HERE will be editing/writing the project. NAME HERE and NAME HERE will be contacting you soon about the project. Please let me know if I can be of further assistance.

## STEP 4 — Designer and editor initiate contact

**WHO?**
Designer and editor (depending on project strategic partners and deputy administrator if needed)

**How and why?**
Contact the client about working on the project. Get initial project scope and determine if a follow-up meeting or meetings will need to be set-up. Determine if other parties will need to be involved.

## STEP 5 — Project assessment

**WHO?**
Varies project to project: Administrator, Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division Reps, Commissions and DHS Partners, Contractors, Client

**How and why?**
Assessment and project brainstorming. This could be several meetings based on project determination, scope, committee input.

## STEP 6 — Content and concept creation

**WHO?**
Varies project to project: Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division Reps, Commissions and DHS Partners, Contractors, Client

**How and why?**
Client and designer and other participants set-up deadline and review these dates to ensure project expectations and deadlines are met.

**Editing phase:**
a) Editor edits or creates content to ensure DHS style guidelines are followed for appropriate style and content. If necessary, editor contacts customer with suggested revisions and concerns.
b) Editor sends the content to the client for review.
c) Editor sends final copy back to designer for layout.

**Concept and design phase:**
a) Designer creates project solutions, presents concepts and compositions to the deputy administrator and other designers for inspiration and constructive criticism.
b) Designer sends the content to the editor, client or group for review (PIO first if there is a high level of public interest).
c) Designer does revisions and gathers feedback to fulfill project goals expectations. Repeats steps a, b and c as needed.
d) If approved go to 7.

## STEP 7 — Distribution

**WHO?**
Varies project to project: Designer, Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division. Reps, Commissions and DHS Partners, Contractors, Translation, Forms server, Alt-Format, Web or Client

**How and why?**
Fulfill project delivery. **Examples:** internal DHS or client distribution, Direct Mail, Online, Forms Server, Print on demand (in-house for short runs), special event graphic and signage support, translation services, print collateral and media, Microsoft Office Powerpoint and Word templates, environmental displays, electronic file delivery, promotional materials, etc.