**PRINTED ASSETS REQUEST PROCESS**

All printed materials requests will need to be submitted to [vupoly.marketing@vu.edu.au](mailto:vupoly.marketing@vu.edu.au). Printed materials include flyers, posters, postcards and banners. Please allow up to two weeks for the design and approval process.

**PROCESS**

1. IMPORTANT: Before the request is submitted, VU Polytechnic Managers are to ensure that course information in CAMS, call scripts and on the course page/s is current and accurate. If any information is not accurate, a request should be put through to the appropriate person to update information before continuing.
2. If the above information is correct, submit the request online at <http://intranet.vu.edu.au/VUPolytechnic/MarketingCollateralForm.asp>
3. If more information is required, the requestor may be asked to fill in flyer/banner/poster request form and send back to marketing email address. This will allow marketing to gather as much key information as needed about the course for prospective students:

* **Request for flyer/postcard:** [**accredited course**](http://intranet.vu.edu.au/VUPolytechnic/MarketingDocs/AccreditedCourseFlyerBrief.pdf)
* **Request for flyer/postcard:** [**non-accredited course**](http://intranet.vu.edu.au/VUPolytechnic/MarketingDocs/Non-accreditedCourseFlyerBrief.pdf)
* **Request for** [**banner/poster**](http://intranet.vu.edu.au/VUPolytechnic/MarketingDocs/PosterAndBannerBrief.pdf)

1. Marketing to accept the job: proceed with copywriting, image and study area icon selection, and then send back to the requestor for approval
2. Marketing to send the flyer brief to the graphic designer if required or choose to design in-house
3. Designer to produce artwork and send back to marketing for proofing, allowing a 2-3 day turnaround
4. Marketing to send draft to department, for approval. Any edits made after this process need to be approved by the relevant Dean as they will be funded out of the collage’s own budget. Please ensure the draft is proofed carefully to avoid this.
5. Once department has approved flyer, the designer will send across print-ready artwork
6. Marketing to save finalised artwork in the corresponding folder
7. Marketing will supply the department with the high-res, print-ready artwork
8. The Coordinator, Digital and Communications adds the item to the Victoria University Polytechnic Marketing Register.
9. Departments arrange for printing of their material via Printing Services at their own cost