

Marketing & Communications: Planning and Scheduling



Updated: February 3, 2019

Production schedules vary throughout the year. Even very simple design requests may be queued behind a number of other projects. Projects are generally scheduled on a first-come, first-served basis. The following guidelines allow for reasonable revisions and final approvals. The more advance notice, the better.

Print Materials (brochures, cards, etc.) Allow 1-4 weeks for design, depending on complexity and prior scheduling. Also factor in printing time of 5-10 days.

Digital Graphics (email, web, etc.) Allow 3-10 days, depending on complexity and prior scheduling.

Signage and Banners Allow 1-3 weeks for design. Allow 5-10 days for manufacturer.

Graphics / Illustrations Allow 3-10 days, depending on complexity and prior scheduling.

Posters / Flyers Allow 1-2 weeks for design, depending on complexity and prior scheduling.

Copywriting & Editing

- Media releases: Allow 1-4 weeks, including lead-time required by media outlets for event calendars and publication dates
- Copywriting: Allow 1-3 weeks
- Editing: Allow 1-5 days

Video Production

- Filming, Post-Production: Allow 3-10 days
- Motion Graphics: Allow 2-5 days

Web Content Updates

- Simple Text Edits: Allow 1-2 days
- Graphic Updates: Allow 2-5 days
- New Pages: Allow 3-10 days, depending on complexity and prior scheduling