

The Publications Process

The table below outlines the stages in preparing a publication.

Step	Action	Time	Result	How to Checklist - pdf
1. Planning a communications strategy	Define your purpose and audience	Allow sufficient time to define and discuss with others.	<ul style="list-style-type: none"> • clear goal for producing a document • audience defined • medium(s) selected 	<ul style="list-style-type: none"> • How to prepare a communications plan • How to prepare a publications schedule
2. Planning and briefing	Arrange to meet and discuss requirements with key stakeholders	Allow 2 weeks to notify and organise meeting, develop written brief, contact suppliers including designers, printers, photographers	<ul style="list-style-type: none"> • Publication brief developed • schedule developed • suppliers contacted 	<ul style="list-style-type: none"> • How to prepare a publication brief
3. Design	Establish design concept	Allow 2-3 weeks for development and production of final design concepts	<ul style="list-style-type: none"> • Design brief produced • Design concepts developed • Design concepts approved 	<ul style="list-style-type: none"> • How to prepare a design brief
4. Copy collation	Research and write publication text	Allow 2-3 weeks to research and collate information	Initial draft copy produced and approved	<ul style="list-style-type: none"> • How to write copy
5. Editing	Edit and structure	Allow 1-2 weeks for	• Manuscript	<ul style="list-style-type: none"> • How to supply &

	document	editing and approval	developed • Manuscript authorised	edit copy
6. Layout	Desktop layout of approved manuscript using approved design template	Allow 1-3 weeks for layout and approval	Completed laid out document ready for final authorisation	• How to check layouts
7. Signoff	Refer document to authoriser for final signoff	Allow several days for authorisation	• Document signed off • Ready for print	
8. Print	Check all files are correct, packaging and delivery instructions clear then despatch to printer	Allow 2-4 weeks for printing	Printed document delivered on time	• Print checklist (see Jim)

Time frames given are dependent on complexity of job. For example a simple promotional brochure of around 12 pages in length may take around 1-2 weeks to edit and layout and another week to print. A large document of around 80 pages may take 2-3 weeks to layout and up to 3 weeks to print. Print times are also dependent on number of copies required.

Some steps can be organised concurrently such as design and copy collation.