This document outlines the scope of Graphic Design provided by the Publicist for all departmental events designated here by levels. These levels specify the degree of support that the Publicist can contribute to certain productions, projects, and events within the department. The purpose of this policy is to prioritize work and inform others of what support their project can expect.

GENERAL POLICIES
- Design work requests to the publicist must be made at least two weeks prior to deadline.
- Established deadlines by the Publicist must be met.
- The scope of each design project is dictated by the budget and timeline approved for the event.
- Design work will not begin on a project unless (1) a budget has been approved for required publicity materials, and (2) a space has been reserved and secured for the event.
- Level Designations dictate priority of the event on the Publicist’s design schedule.
- Designations will be assigned by department administration.

LEVEL DESIGNATIONS

LEVEL 1 – DEGREE PROGRAM PROMOTION
Promotional services for the Department of Theater & Performance Studies (Major/Minor brochures, Ph.D program ads, TAPS website design, and New Student Orientation). The Graphic Design support from the Publicist will include:
- Individualized design for brochures and ads
- Information programming
- Website inclusion of academic documents as appropriate
- Department and University calendar listings
- Posting on Department social media pages.
- Inclusion in Weekly Events Email.

LEVEL 2 – DEPARTMENT MAINSTAGE AND SECOND STAGE PRODUCTIONS
These productions include, though are not limited to, all fully produced productions by the Department for which tickets are sold. The Graphic Design support from the Publicist will include:
- Individualized design for each production, designed in collaboration with director
- Program formatting and printing
• Print and Web ads
• Detail page on department website
• Banner design
• E-Flyer design
• Ticket design and printing
• Department, University, and community calendar listings
• Posting on Department social media pages.
• Inclusion in Weekly Events Email.

LEVEL 3 – SPECIAL DEPARTMENTAL GUESTS OR EVENTS

Special guests or events invited and sponsored by the Department. The Graphic Design support from the Publicist will include:

• Individualized design E-flyer (No print without prior approval before design work begins)
• Detail page on department website
• Program formatting if necessary for event
• Department, University, and community calendar listings
• Posting on Department social media pages.
• Inclusion in Weekly Events Email.

LEVEL 4 – 2nd Year Ph.D. Production Exams and Senior Projects

2nd year Ph.D. Candidate’s productions (practical exam) and TAPS Majors Senior Projects. The Student is required to provide a promotional graphic that meets the publicist’s criteria for size and format. When the graphic has been approved, the Graphic Design support from the Publicist will include:

• Department and University calendar listings
• Posting on Department social media pages.
• Inclusion in Weekly Events Email.
• E-Flyer design

LEVEL 5 – LUNCH TALKS, CLASS SHOWINGS, DEPARTMENT MEETINGS, and EVENTS CO-SPONSORED (NOT PRIMARILY SPONSORED) BY TAPS

Informal lunch discussions, class showings, class speakers, and department meetings, as well as Events partly sponsored but not primarily sponsored by the Department of Theater & Performance Studies, will not receive Graphic Design support. Other support from the Publicist will include:

• Department calendar listings
• Posting on Department social media pages.
• Inclusion in Weekly Events Email.