



NORTHERN ILLINOIS UNIVERSITY

College of Visual and Performing Arts

Requesting jobs from Creative Services

When you are in need of a poster, social media graphics or other design job to promote an event, performance or exhibition, you may request that work through NIU Creative Services.

How do I request the design services?

You have two options:

There's a form located online at go.niu.edu/graphics-request. There is no cost to have the work designed, though the form does require a department cost center.

You can send your info to Andy Dolan, the director of marketing and communications for the college at adolan@niu.edu. He'll handle the creative services request for you.

Why do I need a cost center number if there's no charge for the work?

The cost center on the creative services request form is used only for tracking purposes and can be obtained from the administrative assistant in your school.

What information do I need to provide with my request?

Basically, anything you want on your materials. Date, time, location, whether tickets are needed or not, the name of your event/production and anything else you think is important. If you have an idea of how you want it to look let us know, if not, we'll come up with something for you.

How much time do I need to allot for the design and printing?

It is important to request the design services **at least one month** before the date of the event, performance or exhibition. This allows time for the design to be completed and revised (if necessary) and for your print materials to be produced. You also want to make sure you allow enough time for your potential audience to see the promotion so they can make plans to attend.

Jobs submitted **less than two weeks before the date of the event may be rejected**, as the designers get busy and might not have enough time to get your project done to your satisfaction with enough time for you to use the designs to promote your event.

*If you provide them **at least the minimum required time they will get your job done for you.***

If you have all (or even most) of your information feel free to submit the job even earlier than a month before your event. This allows more time for you to review the design and you can confirm the final details as the job is being worked on.

What is the NIU Clearinghouse?

University marketing has a clearinghouse that design jobs go through for review before they are finalized. The clearinghouse makes sure that the jobs meet all NIU Brand Standards in terms of look, voice and style. The clearinghouse process is quick and painless. NIU's style is not limited to the familiar red and black and two fonts, and most changes requested by the clearinghouse are minor. The goal is for the university to produce a wide-variety of high quality pieces, not to churn out a bunch of similar looking ones.

I have a performance coming up, what kind of promotional material do I request?

You most likely only need to request two things. A poster and a digital suite.

Here's what you'll get.

Your poster will be designed to be printed on 11 x 17" paper. If your request is for a School of Music large ensemble concert you can also request a 24 x 36" poster to go in the frames in the Concert Hall lobby.

With the digital suite you will get:

- Digital signage for the CVPA monitors (the ones in the lobbies of the Stevens and Music Buildings and on the second floor of Jack Arends Hall), and digital signage for the university monitors in the residence halls and Holmes Student Center
- Social media graphics for Facebook and Instagram
- A graphic for the NIU events calendar and the online box office site

What do I do with all of that stuff?

The easiest way to get your work printed is to ask Andy to facilitate it for you. Just contact him at adolan@niu.edu when you request your job.

When your digital work is done you will receive it, but so will Andy (to use on the digital signs) and calendar, and the social media people in each school will also get them.

Creative Services will handle the printing of the concert hall lobby poster. There is no charge for one poster per performance.

Can I see some examples?

On the next pages are examples of the digital suite for two different jobs both approved without change by the NIU Clearinghouse. One is red and black, but one very much isn't.



**Celebrating the
performance of
live choral music
in DeKalb County.**

Sunday, Sept. 18, 3 p.m.
Egyptian Theatre, DeKalb

**To purchase tickets:
egyptiantheatre.showare.com/TheBigSing**



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Egyptian Theatre, DeKalb

To purchase tickets:

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670x692 digital signage



calendar



twitter 1200x628



facebook 1200x630



**Celebrating the
performance of
live choral music
in DeKalb County.**

Sunday, Sept. 18, 3 p.m.
Egyptian Theatre, DeKalb

To purchase tickets:
egyptiantheatre.showare.com/TheBigSing

instagram story image 1080x1920



**Celebrating the performance of
live choral music in DeKalb County.**

Sunday, Sept. 18, 3 p.m.
Egyptian Theatre, DeKalb

instagram post 1080x1080

N I U O P E R A T H E A T R E

Scenes from Mozart's

The **Marriage**
of **Figaro**



Sunday, Dec. 1
7 p.m., Recital Hall

Benjamin Firer, Music Director
Paul Kassel, Stage Director
Heewon Cha, Collaborative Pianist

Adults \$5, Students \$3.
School of Music Students free.
Tickets at niu.edu/music or at door.

To request disability-related accommodations, please contact the Disability Resource Center at 753-1303 as early as possible. Advance notice is appreciated.

2019-2020 Season Performances Presented By

SHAW MEDIA
est. 1851

NIU OPERA THEATRE

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670x692 digital signage



calendar

NIU OPERA THEATRE

Scenes from Mozart's

The Marriage of Figaro



facebook 1200x630

NIU OPERA THEATRE

Scenes from Mozart's

The Marriage of Figaro



twitter 1024x512

NIU OPERA THEATRE

Scenes from Mozart's

The Marriage of Figaro



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instagram story image 1080x1920