UCLA Health

UCLA Health Marketing Communications
Project Steps and Guidelines

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Project Steps and Guidelines

UCLA Health Marketing Communications is committed to assisting staff and faculty with their internal and external communications needs. To ensure a timely and efficient production process, please familiarize yourself with the steps involved in developing new communications projects:

1. **Submit project request:** Fill out our Project Request form to submit a new project request. You will receive a response within one week.

2. **Content submission:** Once one of our Marketing staff replies to your project request, email him/her the content you would like edited, designed and/or produced. If more discussion is needed, an in-person meeting will be requested. In addition, the scope of the project will be agreed upon, and potential costs to your department discussed.

   Marketing can assist UCLA Health staff and faculty with content development, editing and design; however, the following guidelines will apply:

   - Unoriginal content taken without permission from non-UCLA sources – such as another medical center's website – is considered plagiarism and cannot be used. Please ensure that your content is not plagiarized before submitting it for production, or alert us that the content is from another source but is a reference for rewriting the content for UCLA audiences.

   - References to or endorsements of external/private products or organizations are not allowed per university policy. Exceptions to outside references include governmental entities with ".gov" websites (Centers for Disease Control, California Department of Public Health, National Institutes of Health, etc.), peer-reviewed medical journals (*The BMJ*, *Journal of the American Medical Association*, etc.) and non-profit associations with ".org" websites (American Heart Association, American Academy of Pediatrics, American Psychological Association, etc.). For more information on sources and linking, please read our Style Guide.

3. **Editorial review:** We will begin to edit the content once the project is approved. The editorial review timeline will depend on the size and type of content but you can typically expect a first-round mark-up between one week and one month from project initiation.

4. **Finalizing content:** Our editor(s) will work with you to finalize the content and make sure it is written in the UCLA Health brand voice. It is important that the content is finalized and approved before we submit it for design because significant text changes after the content has been formatted can shift text/images, causing potential re-design of the affected page(s).

5. **Design:** Once all appropriate sources or leaders have approved the content, we will submit the copy to our design team, who will follow UCLA Health brand guidelines. Depending on the size, scope and urgency of the content, please expect a minimum of two weeks to one month to receive the first design round for review.

6. **Review and revisions:** Once designed, you will have the opportunity to review and provide feedback on the layout/images. Typically, the reviewer is limited to three rounds of revisions before additional design costs are incurred. (Each set of changes requested after the text has been submitted for design is considered a new "round.") For this reason, it is important to receive content approval from all stakeholders prior to advancing the project to the design phase.

7. **Images:** If the material includes images, we will seek image approval from you before purchasing them.

   Please note that we use stock photography in most of our materials, so that we maintain a consistent look. In addition, when staff or physicians who are pictured in our marketing materials leave UCLA, the content becomes outdated. For this reason, we typically recommend using stock imagery. Marketing pays for the stock photography and maintains a library of images. If original photography is requested, we will provide an estimate to the department, which would need to coordinate and pay for the photo shoot with our approved photographer(s).