

For: FFAS National Offices

Graphic Requests From FSA Office of External Affairs (OEA), Public Affairs Branch (PAB)

Approved by: Acting Administrator



1 Overview

A Background

Graphic design and production has been realigned with the FSA OEA, PAB. The visual information specialists now report to the PAB Chief of Staff. The demand for graphic communication support and services has increased to the point that guidelines must be established to prioritize and manage requests for assistance.

PAB has established policies for prioritizing graphic communication requests to better serve FSA and FFAS's increasing need for materials that require professional graphic design, illustrations, and photos, including illustrations and photos FSA is licensed to use or otherwise comply with legal authority.

B Purpose

This notice:

- establishes procedures for all FSA, FAS, and RMA National Office employees and division offices to request graphic design assistance
- provides guidelines for establishing clear priorities and realistic expectations for scheduling output of a single graphic design up through a complex, strategic campaign that seeks several related documents, brochures, booklets, flyers, posters, name tags, table tents, web illustrations, postcards, and similar marketing materials.
- provides an example of FSA-465, Graphic Request Design Form (Exhibit 1).

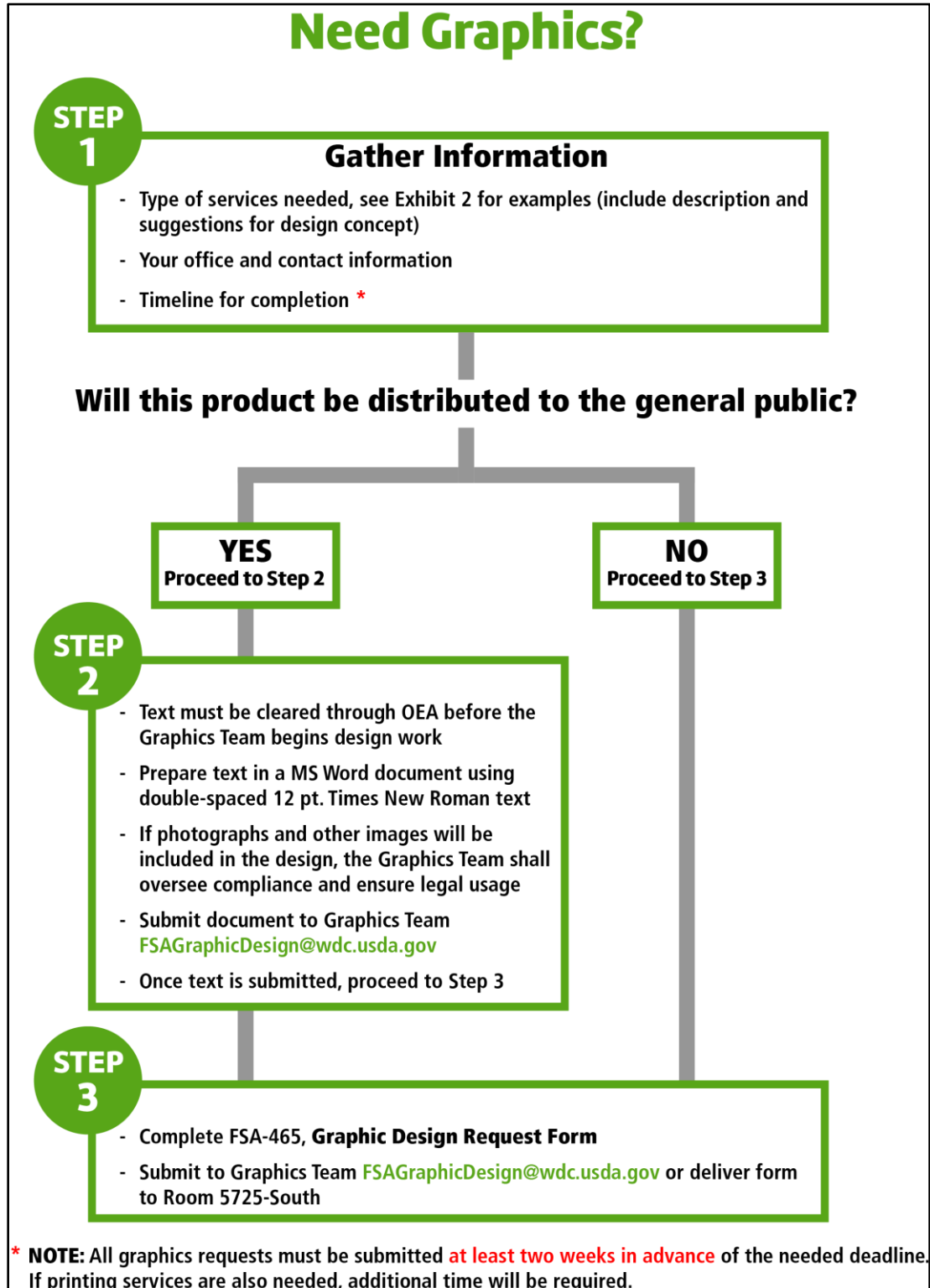
Note: An electronic copy of FSA-465 is available on the FSA Intranet at <http://inside.fsa.usda.gov>. CLICK "Employee Forms" then "Find Current Forms Using Our Form Number Search".

Disposal Date	Distribution
August 1, 2017 9-23-16	FAS, FSA, and RMA National Office only

2 Graphic Design Request Process

A Submitting Requests to the Graphics Team

To request graphic design services, FFAS employees should follow the steps illustrated here.



2 Graphic Design Request Process (Continued)

B Procedure After Request Is Received

The scope of each project varies; however, the Graphics Team will perform the following actions as needed after receiving the FSA-465.

Step	Action
1	Schedule an initial meeting with the client to discuss the scope of project.
2	If project involves distribution to the general public, the Graphics Team will initiate the text clearance process.
3	Research project topic.
4	Provide the client with initial rough sketches and thumbnail images with sample text.
5	Based on client input, create detailed drawings and a comprehensive sample.
6	Provide the client with a comprehensive sample.
7	Scan or photograph drawing.
8	Digitally illustrate drawing concept using industry standard design software.
9	Finalize digital layout including text, illustrations, logos, legal statements, etc.
10	Create a portable document format (PDF) of document and send to client for review.
11	Work with client to further edit and hone sample, or create additional samples for review.
12	Print and/or publish final project.
13	Finalize and finish project that may include assembling banners and exhibits, trimming, scoring, folding, etc.

C Contacts

If there are questions about this notice, Headquarters personnel may contact either of the following according to this table:

Name	Telephone	E-mail
Janet Connelly	202-690-3532	Janet.connelly@wdc.usda.gov
Julie Polt	202-720-3934	Julie.polt@wdc.usda.gov

Example of FSA-465, Graphic Design Request Form

This form is available electronically.

FSA-465 (09-20-16)		U.S. DEPARTMENT OF AGRICULTURE Farm Service Agency		INTERNAL USE ONLY	
GRAPHIC DESIGN REQUEST FORM				A. Project Number	
				B. Publication Number	
				C. Date Requested	
				D. Date Completed	
PART A – CONTACT INFORMATION					
1. Contact Name			2. Email Address		
3. Contact Telephone Number (Including Area Code)			4. Agency/Office/Division		
5. Office Location			6A. Alternate Point of Contact Name		6B. Telephone Number (Including Area Code)
PART B – PROJECT DESCRIPTION (Overall description and background information)					
7. Description					
8. Who is the intended audience?			9. Project Due Date (Most projects require a minimum 2-week lead time for first design sample)		
PART C – PROJECT REQUEST (Select as many options as needed)					
10. Type of Design:					
<input type="checkbox"/> A. Agendas					
<input type="checkbox"/> B. Banner Design					
<input type="checkbox"/> (1) Horizontal Hanging Banner					
<input type="checkbox"/> (2) Pull-Up Banner (self-standing)					
<input type="checkbox"/> C. Booklet Design					
<input type="checkbox"/> D. Brochure Design					
<input type="checkbox"/> E. Business Card Layout					
<input type="checkbox"/> F. Certificate Design					
(one time use only. Please see Forms Section for numbered certificates)					
<input type="checkbox"/> G. Cover Design					
<input type="checkbox"/> H. Custom Graphic (Illustration, Infographic, Unique charts, etc.)					
Type: _____					
<input type="checkbox"/> I. Exhibit Design					
<input type="checkbox"/> J. Flyer Design					
<input type="checkbox"/> K. Nametag Design					
<input type="checkbox"/> L. Photography					
<input type="checkbox"/> M. Poster Design					
<input type="checkbox"/> N. Tablet Design					
<input type="checkbox"/> O. Television Monitor Graphic					
<input type="checkbox"/> P. Web Graphic					
<input type="checkbox"/> Q. Other (specify): _____					
11. Print or Production Request: <input type="checkbox"/> YES* <input type="checkbox"/> NO (*If you require in-house printing or production, you will be contacted for further information)					
12. Email your request to: FSAGraphicDesign@wdc.usda.gov			13. If you have any questions, call: Janet Connelly at (202) 690-3532 Julie Polt at (202) 720-3934		

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