How to work with WSDOT Graphics

WHAT DOES GRAPHICS NEED FROM ME?

WSDOT Graphics is an award-winning design team that strives to provide the best possible customer service within the agency. Please consider the following when working with Graphics to ensure a successful design product.

Maximizing budget and results
Remember your designer is also a creative problem-solver. To get the most value out of your budget, call your designer early in the process, before a project is defined.

Be open to suggestions and encourage creative input. Your designer can often suggest fresh approaches and money-saving solutions.

A clear definition of your project goals
Have a clear picture of what your project goals are and who your audience is for your design project. This will help your designer during the design phase.

Designated point person and decision-maker
Who has final authority or will act as a liaison for the product? Establish one point of contact for your designer to work with.

If there are others who will be involved in the approval process, be sure their input has been included before submitting content to Graphics. Have them review, edit and approve the content in a Word document. If the content has not been finalized, Graphics will hold off on layout. Once Graphics starts the layout process, content changes are more time consuming and challenging to make.

Ample time
Allow ample time for the production of your product. Graphics is a small staff serving a large agency, and often receives last minute and priority requests. In most cases a week should be ample time for graphic production, but printing may add to this. Discuss your timeframe early on with your designer.

FINAL copy
Edit, review and finalize document text before submitting to Graphics. Minor edits to text are to be expected; however extensive text changes after it has been placed into the design document causes unnecessary delays and often requires a rework of the entire layout. At that point, Graphics can’t guarantee that the project will be finished within the initial requested timeframe as the office juggles multiple projects with competing deadlines at any given time.

If multiple content reworks are requested, your designer will contact you to discuss further. Graphics may stop layout work until content is finalized and approved.

A deadline
Establish a clear cut off date for each product in your overall project. If content isn’t finalized and/or approved, this may impact your deadline.

Photographs
Submit images that are high quality and high-resolution. Send photos as separate jpg. files. Do not embed them into your Word document. Do not take images from the Internet, they are typically poor resolution and may have copyright restrictions. Graphics maintains a large photo library in addition to agency photos stored on Flickr.

Maps, charts, graphs, tables and infographics
These can take some time for the designer to create; make sure we have this data early. Submit files in Illustrator or Excel.

Submitting your job
Send your job request to the WSDOT Graphics mailbox at Graphics@wsdot.wa.gov. After a designer has been assigned you may work with them directly.

MORE INFORMATION

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