**Guideline number: MSC 130-001-04**

## Project Process

### STEP 1
#### Request or need for graphic services

**WHO?**  
PIO, Project Managers, Project Coordinators, Program Administrators and Administrators, DHS Staff, Division Reps, Commissions and DHS Partners.

**How and why?**  
1001 or 2001 sent by e-mail to DHS-OHA Publication Request DHS-OHA.PublicationRequest@dhsoha.state.or.us for assignment of the project. Requester may have a special event, marketing need, alternate format need or general information need.

**Example:** Emergency information, revisions to current program materials, program expansion, notice announcements, alternate formats and translations needed, etc.

### STEP 2
#### Project assignment

**WHO?**  
Deputy administrator assigns project to designer and editor.

**How and why?**  
Assignment based on work load and design and writing style.

**If there are special needs like:** Content development, message clarity, special events and mass outreach and so on... May need strategic partnering with PIO’s, OIS Web and or contractors as necessary (media buys and so on).

### STEP 3
#### Assignment confirmation

**WHO?**  
Traffic manager

**How and why?**  
Notify the client who is assigned to their project. Traffic manager confirms client expectations. Sends the designer and editor’s contact information and when the project will begin.

**Example E-mail:** Project: DHS 9738 EDD brochure  
Thank you for submitting the DHS 2001 Project Request Form. NAME HERE will be the designer assigned to your project for production / design and NAME HERE will be editing/writing the project. NAME HERE and NAME HERE will be contacting you soon about the project. Please let me know if I can be of further assistance.

### STEP 4
#### Designer and editor initiate contact

**WHO?**  
Designer and editor (depending on project strategic partners and deputy administrator if needed)

**How and why?**  
Contact the client about working on the project. Get initial project scope and determine if a follow-up meeting or meetings will need to be set-up. Determine if other parties will need to be involved.

### STEP 5
#### Project assessment

**WHO?**  
Varies project to project: Administrator, Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division Reps, Commissions and DHS Partners, Contractors, Client

**How and why?**  
Assessment and project brainstorming. This could be several meetings based on project determination, scope, committee input.

### STEP 6
#### Content and concept creation

**WHO?**  
Varies project to project: Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division Reps, Commissions and DHS Partners, Contractors, Client

**How and why?**  
Client and designer and other participants set-up deadline and review these dates to ensure project expectations and deadlines are met.

**Editing phase:**

- a) Editor edits or creates content to ensure DHS style guidelines are followed for appropriate style and content. If necessary, editor contacts customer with suggested revisions and concerns.
- b) Editor sends the content to the client for review.
- c) Editor sends final copy back to designer for layout.

**Concept and design phase:**

- a) Designer creates project solutions, presents concepts and compositions to the deputy administrator and other designers for inspiration and constructive criticism.
- b) Designer sends the content to the editor, client or group for review (PIO first if there is a high level of public interest).
- c) Designer does revisions and gathers feedback to fulfill project goals expectations. Repeats steps a, b and c as needed.
- d) If approved go to 7.

### STEP 7
#### Distribution

**WHO?**  
Varies project to project: Designer, Deputy Administrator, Designer, Writer/Editor, Printing and Distribution, Media, Mail House, Project Manager, OIS Web, PH Web, Division PIO, DHS Staff, Division Reps, Commissions and DHS Partners, Contractors, Translation, Forms server, Alt-Format, Web or Client

**How and why?**  
Fulfill project delivery. **Examples:** internal DHS or client distribution, Direct Mail, Online, Forms Server, Print on demand (in-house for short runs), special event graphic and signage support, translation services, print collateral and media, Microsoft Office Powerpoint and Word templates, environmental displays, electronic file delivery, promotional materials, etc.