
Will the College of Medicine Office of Strategic Communications support my department/office/center/unit design, photography, or video needs? And if so, how?

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Design Projects:

Yes, if the project is for:

- Dean's Office
- Office of Medical Student Education
- Office of Graduate Medical Education
- Office of Biomedical Education
- Office of Community Advancement
- Office of Faculty Affairs and Development
- Office of Research
- Office of Organizational Well-Being
- Office of Strategic Communications

For these identified groups, if current bandwidth does not allow for a deadline to be met, one of the following options or a combination thereof may be implemented:

- Use University-approved designated freelancer to complete smaller design projects like information monitor slides, social media graphics, etc. to assist the senior graphic designer. As these projects will be small and simple in scope, this would be at the cost of the communications/dean's office. Oversight of these projects will be provided by a member of the communications team.
- Use a University-approved freelancer to design the requested project. For this instance, budget would be partially provided from the communications/dean's office based on the allocated amount in the approved communications budget, and the requestor would be responsible for the remainder of the cost. Specific totals would be discussed and agreed upon by the group in writing prior to engagement with freelancer. A scope of work will be established between communications/dean's office and requestor that captures the intent and expectations of the work and associated cost sharing responsibilities. Oversight of the freelancers work will be provided by a member of the communications team.

- Evaluate the requested deadline and prioritize current projects. Note that priority will be given to projects supporting the dean's office unless otherwise discussed and agreed upon by the director of communications and senior director of communications.

Process to request design assistance:

- A project request form should be completed and submitted to the communications team. The form can be seen here:
<https://form.asana.com/?k=wgubCI3DfNDIP7xrTFH7AA&d=71309345811105>
- The request will be evaluated.
- The communications director and/or the senior graphic designer will meet with the requestor to discuss specifics of the timelines, budget (if necessary), and deliverables (i.e. a printed piece, digital only, etc.)

No, the senior graphic designer would not work on these design requests and the team would work with a freelancer to meet the request if the project is for:

- A specific department, center, or unit
- A specific program or organization (i.e. WIMS report)

Exceptions and/or caveats include:

- The communications team will provide oversight and assistance with execution of a project in order to ensure a quality, brand-standard product is created. For example:
 - The WIMS annual report – the communications team will oversee the work with the designer, facilitate the production process, and edit copy, but the expense will be the responsibility of the requestor.
- The communications team will provide support if the project could benefit additional departments. For example:
 - The department of microbiology, immunology, and molecular genetics requested a one-pager to assist in recruitment. This resulted in the development of a recruitment template one-pager. When it comes time to use those templates, discussions will be held with the requestor to determine the complexity and quantity of edits. If those are simple requests to change photos or text edits, the communications team will accommodate assuming that the project load allows the time. That decision will be made by the communications director in consult with the senior communications director. If it cannot be accomplished by the communications team, native design files and requested changes will be provided to the freelancer to complete the work. It should be the onus of the requestor to pay the invoice when due. (Note that this agreement must be discussed with the requestor prior to execution.)

Photography:

- The communications team will capture and/or provide a photographer for instances that will benefit the greater college. This includes:
 - Department, lab, student, etc. photo shoots that could be used in publications, social media, websites, etc.
 - In these cases, the photography will either be provided by UK photographers if possible or will be an expense of the communications team if an external photographer is engaged.
 - For requests outside of those identified by the communications team (i.e. photos of a specific lab, a headshot to accompany a story or major announcement, etc.), requestors and/or their teams will be responsible for helping to identify and secure locations and individuals for the photos. In this instance, the communications/dean's office will be responsible for the cost.
- If asked, the communications team will coordinate photographers for events such as White Coat Ceremonies, convocation, graduation, or department, center, unit, or organization events (i.e. the department of psychiatry research photos, the Office of Faculty Affairs and Development promotion and tenure events) but the cost will be the responsibility of the requestor. This will be discussed with the requestor prior to booking. A scope of work will be established between communications/dean's office and requestor that captures the intent and expectations of the work and associated cost responsibilities.
 - The communications team may still attend the event with a camera to capture photos for use in newsletters, social media, etc. These photos will be captured with a specific purpose in mind (i.e. graduation candid shots for Facebook.)

Videography:

For work associated with these offices:

- Dean's Office
- Office of Medical Student Education
- Office of Graduate Medical Education
- Office of Biomedical Education
- Office of Community Advancement
- Office of Faculty Affairs and Development
- Office of Research
- Office of Organizational Well-Being
- Office of Strategic Communications

The proposed quote for the project will be carefully reviewed and the communications video production budget allocation will be evaluated for feasibility. Depending on communications budget position or the

number of video requests from an individual office, the office may be responsible for all or a portion of the cost. For example:

- Resident recruitment videos are a cost to GME but the communications team plays a significant role in execution.
- Biomedical education is looking for a promotional video. Conversations would be held with that office in concert with the senior associate dean for medical student education, as the leader of biomedical and medical education initiatives, to determine the priority, if the request supports the overall mission, and how to allocate the communication's budget, anything in excess of what is allocated would be a cost to the department.
- A scope of work will be established between communications/dean's office and requestor that captures the intent and expectations of the work and associated cost responsibilities.

For work associated with individual departments, centers, units not listed above, the communications team will serve as a vital resource through the process, but the cost would be incurred by the department after the communications team initiates the relationship with the vendor. For example:

- Ophthalmology residency program video – the communications team will assist with developing the appropriate story, editing process, and be present for filming. The department would be responsible for scheduling and securing locations and the financial relationship with the vendor to include approval of the quote and processing the invoice.
- A scope of work will be established between communications/dean's office and requestor that captures the intent and expectations of the work and associated cost responsibilities.