

United States Department of Agriculture
Office of Communications
Design Center



Request for Visual Services

AGENCY INFORMATION

Date of Request _____ Date Due (Confirm w/Design Center) _____

Agency Name _____ Agency Number _____

Agency Appropriation Number _____

Service Authorized by _____ Authorized Signature _____

Agency Contact _____ Phone _____

Fax _____ Email address _____

Design Center Use Only

Design Center Number

Project/Product Design Representative

Date Logged In

\$ _____

ESTIMATED COST (Given by Design Center & Approved by Agency)

PROJECT INFORMATION

Name of Project _____

Brief Description of Work _____

Audience _____

Type of Project

- Print Media
- Exhibit Design
- Exhibit Fabrication
- Presentation Media
- Internet Design/Multimedia
- Event Planning
- Interactive Multimedia
- Information Campaign
- Other _____

PRINT MEDIA SPECIFICATIONS

Publication Size _____ Number of Colors _____

Process Spot (PMS) Black Ink only

Special Features (binding, etc) _____

Photos Provided? yes no

Illustrations Required? yes no

Charts Needed/Data Provided? yes no

Publication Includes Tables? yes no

PDF File Needed? yes no

EXHIBIT SERVICES SPECIFICATIONS

Exhibit Structure

Custom Stock

Provided by Client? yes no

Copywriting Services

Copy Provided by Client? yes no

Copywriting Required? yes no

Photo/Visual Research

Provided by Client? yes no

Photo/Visual Research Needed? yes no

Please attach additional instructions on separate sheet.

PRESENTATION MEDIA SPECIFICATIONS

Slides Quantity _____

Charts/Graphs Quantity _____

Presentation Boards Quantity _____

Overheads Quantity _____

 —with frames? yes no

Please attach additional instructions on separate sheet.

For all other services, please meet with your Design Center Product Representative.



Requesting Visual Services

From the USDA Design Center

TIPS TO MAKE YOUR PROJECT GO SMOOTHLY

When requesting visual services from the USDA Design Center, there are some steps you need to take to make your project go smoothly, and to help us meet your goals effectively, on schedule, and within budget.

BEFORE YOU BRING US THE AD-652

1. **Schedule a meeting with your Design Center Product Representative**, who can offer suggestions to help meet your project's objective. Your Representative will give you a written cost estimate.
2. **Speak to your Printing Representative to go over details of your project.** The Office of Communications Printing Center is available to help you define the scope of work for an accurate printing estimate and schedule for printing and distribution.
3. **Submit your manuscript for review to the Office of Communications' Editorial Center.** Final edits should be made before you bring the copy to the Design Center.
4. **Make sure that photos have been cleared by the Office of Communications' Photography Center.** Photographs not the property of USDA must be credited, and rights for use must be submitted in writing.
5. **Remember:** The turnaround time for each project varies—some may be considered rush, which can incur additional charges. Planning your project well in advance will help to ensure the most reasonable costs available.

FILLING OUT YOUR FORM AD-652

1. Fill out a complete project description on your Form AD652. Attach descriptive information if necessary.
2. Make sure the agency contact name and phone number is clearly written on the form.
3. The form must include correct appropriation and agency numbers.
4. The form must be signed by an authorized representative of your agency.

REMEMBER: The Design Center cannot start on a project until we receive your signed and completed Form AD-652.

Design Center Standard Terms and Conditions

Costs/Schedules

The Design Center agrees to provide all services outlined in the estimate/proposal. If, however, the Client changes any of the criteria during the project requiring additional services, extra fees may be charged. Also, schedule delays may impact final delivery date.

The Design Center will keep the Client informed of additional services that are required and obtain the Client's approval in writing for any services that cause the total fees to exceed those outlined in the estimate/proposal.

Client Approvals

The Client will approve and proofread all final designs and type before camera-ready production. The Client is solely responsible for the accuracy of all text, and for processing required editorial reviews. Changes must be made in writing, and a final proof must be signed off before completion of production.

Copyright/Ownership

Ownership and usage rights of all creative material—illustrations, photography, and copywriting—must be negotiated and purchased when work is initiated.