

**Number:** AS-PT-05-010

**Issue Date:** 12/14/2005

**Authorized Signature** \_\_\_\_\_

**Topic:** Department-wide Support Services (DWSS) Policy

**Transmitting (check the box that best applies):**

- New Policy   
  Policy Change   
  Policy Clarification   
  Executive Letter  
 Administrative Rule   
  Manual Update   
  Other: \_\_\_\_\_

**Applies to (check all that apply):**

- All DHS employees   
  County Mental Health Directors  
 Area Agencies on Aging   
  Health Services  
 Children, Adults and Families   
  Seniors and People with Disabilities  
 County DD Program Managers   
  Other (please specify): \_\_\_\_\_

Policy/Rule Title:	Publications and Graphic Design		
Policy/Rule Number(s):	<a href="#">DHS-130-001</a> , <a href="#">DHS-130-001-01</a> , <a href="#">DHS-130-001-02</a>	Release No:	3.0
Effective Date:	12/08/2005	Expiration:	N/A
Reference:	<a href="#">DHS Publication Design Guide</a>		
Web Address:	<a href="http://www.dhs.state.or.us/policy/admin/wpdt/130_001.htm">http://www.dhs.state.or.us/policy/admin/wpdt/130_001.htm</a>		

**Discussion/Interpretation:** This policy revision and new procedures reflect changes in submitting publication project requests and print coordination responsibilities, and releases the DHS Publication Design Guide as the DHS standard for publication development. The revision further defines the roles & responsibilities of the Web & Publication Design Team (WPDT), DHS offices/programs and those engaged in procurement of contract services for publication and graphic design. While publication design has been the responsibility of the Web and Publication Design Team (WPDT) since October 2004, the Office of Forms and Document Management (OFDM) has continued to receive project requests, forward publication design work to WPDT and provide the print coordination piece of a publication project. This policy revision and title change and the obsolescing of DHS-050-005, Publication Orders policy previously adopted by OFDM, provides customers a single point of contact on all phases of a publication project, providing for a more streamlined process.

The new process provides for a separate form. The DHS 2001, Publication & Graphic Design Project Request form is submitted directly to WPDT. WPDT handles the design, layout, development, printing and distribution needs for the customer, making it a "one-stop" process. The DHS 2001 form requires naming an individual with the authority to release funds for printing. This person will be

provided a price quote and must give approval to proceed, before the publication is printed. This change allows the form to be filled out and submitted electronically by a separate "contact person".

While the DHS standard for publication design and printing is for one or two color, this revision of the policy incorporates a standard exception process to be used when submitting a project requesting full-color printing or other non-standard publication formats. In addition, although the WPDT has primary responsibility for layout, design and print coordination of DHS publications, an exception process has also been established for DHS offices/programs to request this responsibility when a business need exists.

**Implementation/Transition Instructions:** DHS staff should begin using the [DHS 2001 form](#) to submit publication and graphic design project requests to WPDT, following [DHS-130-001-01, Publication and Graphic Design Orders and Revisions procedure](#). Exceptions for full-color printing or non-standard design format should be authorized using the [DHS 2001A form](#) following the [DHS-130-001-02, Publication Exceptions procedure](#). The form is then submitted along with the DHS 2001 form following DHS-130-001-01, Publication and Graphic Design Orders and Revisions procedure. If a DHS office/program believes a business need exists to retain publication layout, design and print coordination responsibilities, an exception request must be submitted on the DHS 2001A form following the DHS-130-001-02, Publication Exceptions procedure.

**Training/Communication Plan:** This policy transmittal provides formal announcement of the policy. No formal training is planned or required at this time.

**Local/Branch Action Required:** No specific action is required of local offices.

**Central Office Action Required:** The WPDT will respond to questions or concerns, and provide guidance and assistance as requested, annually review the policy and any associated procedures or other documents and update as necessary.

**Field/Stakeholder review:**      Yes      No

**If yes, reviewed by:** The policy and procedures were reviewed by the DWSS Policy Team and designated policy reviewers in the clusters. As a result of feedback, specific design standards were removed from the policy and instead published in the DHS Publication Design Guide. As a direct result of policy review and feedback, an exception process was also developed for DHS offices/programs to retain layout, design and print coordination responsibilities when a business need exists. The new DHS 2001, Publication and Graphic Design Project Request form was sent to a test group of customers for review and was modified, as a result of the feedback, to better serve customers.

**Filing Instructions:** No paper copies are distributed for filing. DHS Agency-wide policies are located on the DHS web site at <http://www.dhs.state.or.us/policy/admin/>

*If you have any questions about this policy, contact:*

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