SERIES PROMOTION DEVELOPMENT

1. Executive Pastor sends "concept" email to Series Graphics designer with cc: to Communications Director and Communications Specialist (with input from AA of Senior Pastor).

2. Communications Director work to maintain deadline schedule and get approval from Executive Pastor on final concept.

3. Executive Pastor is out of the loop once approval is granted. Deadlines with series promotion checklist (containing the following elements) is established by Communications Director and sent to Series Graphics designer.
   a) High-rez horizontal image for print promotional postcard. (300 dpi) *
   b) High-rez vertical image for print bulletin cover. (300 dpi)
   c) B/W version of series title graphic JPG file for use on Granger Notes.
   d) Color version of series title graphic JPG file for back of postcard. (if applicable, also get other individual art elements that are used on back of postcard.)
   e) Low-rez JPG image for Web. (216 x 173 pixels)
   f) Thumbnail JPG image for Web. (exactly 72 x 72 pixels)
   g) Photoshop layered file. (720 x 480 pixels)
   h) All relevant fonts.
   i) Flash script for above graphic (216 x 173 pixels). Note: don't add sound in Flash script. (*optional depending on time*)

   NOTE: *If you incorporate "GCC" or specific dates in original design, it requires additional editing before packaging for WiredChurches.com. Keep this in mind when determining whether or not it is a key element to the design.*

4. Communications Specialist coordinates proofing of postcard elements with Communications Coordinator and proofing team.

5. When elements are posted on his web directory, Communications Director alerts relevant parties of their location to use the pieces they need.

6. Web Director gets Web Elements and updates Weekend Page/Portal Page/Evites/Enews. Sends live link to Communications Coordinator for proofing.

Need To Know
http://temp.elkhart.net/Marty/gcc/
website/showme