



To,
All Students & Staff members,

Ref. No.: DSU/Circular/HR & Admin/2025/117

Subject: Implementation of SOP and Timelines for Design and Creative Submissions

In order to bring uniformity, discipline, and efficiency to the process of creative design work within Dr. Subhash University, the Marketing department is introducing an SOP for submitting design and creative requests. These guidelines aim to streamline coordination, reduce last-minute changes, and ensure quality output within realistic timelines.

1. Data Submission Procedure

All design-related information, event details, and content must be compiled into **a single comprehensive Word file** and submitted via email to **designer@dsuni.ac.in**.

Requests will be processed **only after complete and verified data** is received in the prescribed format.

The **official work timeline begins only from the date the final verified content is submitted**, not from the oral communication or draft request.

Any incomplete or unverified submission will not be considered **for processing** until rectified.

2. Timelines and Workload Management

To maintain fairness and clarity in scheduling, the following submission timelines shall apply to all design-related tasks:

- **Minimum submission period:** Eight (8) working days before the expected release, event, or print date.
- **Small-scale tasks** (e.g., single posters, certificates, or individual social media posts) typically require **around 8 working days** for completion.
- **Large-scale assignments** (e.g., university-level events, multi-format campaigns, or major print projects) may require **up to three (3) weeks** depending on complexity and workload.
- Any changes after production begins will need a new approval cycle and updated timeline.

Late or last-minute requests will be handled **strictly as per workload availability**, and delivery within a specific timeframe **cannot be guaranteed**.

If delivery is required earlier than the specified timeline, a formal request letter bearing the Registrar Office's stamp and signature must be submitted.



3. Verification and Revision Policy

Before submission, all content must be **fully verified and approved** by the respective department or organizing authority.

Kindly note that only one consolidated set of changes will be accepted during verification to ensure timely completion of the project.

Departments are therefore advised to ensure that all information, text, and visuals are **final and accurate** at the time of submission.

4. Social Media and Print Guidelines

Social media or digital posts should only be circulated after they are **officially uploaded on the Dr. Subhash University Official page** or any content not intended for posting must not be shared or circulated until confirmation from the Head, Marketing department or a higher authority from our end.

Design for any print materials will begin only after confirmation of the **final content, size, quantity, and printing material**.

5. Work Priority

Design assignments will be managed based on institutional priority, as outlined below:

1. **University-level events and official communications**
2. **Academic and departmental events (pre-approved)**
3. **Student activity promotions and non-essential creative requests**

Tasks outside these categories will be taken up only when time and resources permit.

6. Communication Protocol

All correspondence related to design and creative work must be conducted **exclusively through official email** at **designer@dsuni.ac.in**.

Informal communication methods, including **verbal discussions**, shall **not be considered** for initiating or tracking requests.

Departments are advised to maintain a record of all communications for administrative transparency.

7. Departmental Responsibility

All departments are expected to **plan their design requirements well in advance**, keeping in mind the timelines mentioned above.

Strict adherence to these procedures will ensure smooth coordination, reduce last-minute pressure, and uphold the University's professional presentation standards across all platforms and events.

Dr. Jignesh Patel,
The Registrar,
Dr. Subhash University,
Junagadh

