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| BYU-IDAHO |
| Tips and Guide |
| Things we wished we knew before. |

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| BYU Idaho  From the SPRING of 2011 |

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Tips

* Plan ahead. We can’t stress that enough it takes about a 3-4 days to get a poster approved, sent to University Press, Printed and then hung for people to see.
* Learn Photo shop or indesign as soon as possible. There can never be too many people in the marketing and advertising group that can make a poster.
* This is one of the best classes you will take but it is very time consuming. Learn to manage your time well and be willing to give most of your free time to this class.
* Remember this is your business. This business is like the products we sell. If you neglect it will die, but if you nurture it and take special care of it the business will only flourish.

Posters

* To create an 11x17 most of what you’ll need is here BYUIHorticulture.weebly.com/practicum-documents.html
* Once Completed the poster will need to be checked by the Plant Shop manager, then the instructor, and finally if it needs to be stamped by the communications office it needs to be checked by the communications representative: Ric Page.
* Ric page can be reached at [Pager@byui.edu](mailto:Pager@byui.edu) all that needs to be sent is a PDF copy of the poster you want to be approved and what it’s for i.e.: Hi this is (insert name) I would like to get this poster approved for the horticulture Plant Shop.
* After it has been approved by Ric Page, you must ask your instructor how many you should print. Then take a PDF copy of the poster up to University Press and get it printed.
* Once printed you must then take all the posters down to the communications office in the Kimball building in room # 226.
* After that you need to look through the campus policies and see how many and where you may put posters up in each building.

Student Update

* Student updates are pretty easy to take care of. I would suggest assigning someone to do this that may not have skills in Indesign or Photoshop. This has been working for the past semester
* To submit something to the Student Update it must NOT EXCEED 140 characters, and may be sent to [Newsdesk@byui.edu](mailto:Newsdesk@byui.edu)
* The submission also needs to be turned in by no later than 5:pm Monday and 5:pm Wednesday

Lawn Signs

* Lawn signs are not much different than an 11x17 poster other than it needs to be approved by Ric page but it does not need to stamped by the Communications office.
* Talk to your manager they have access to the room that stores the signs for the lawn.
* Finally upon printing the posters opt. for the PRODUCTION LAMINATE. It is much cheaper to do it this way. Also to save a dollar you can cut it yourself instead of having them cut it.

Facebook

* In order to put something on the Plant shop Facebook you must write out what you would like to post on there. Once approved your manager can direct you to the person you need to give it to for it to be posted on Facebook.