

Publications Services is now Creative Communications

Why did you change your name?

We are now part of a new organization, we offer new services and we have new equipment. It was the perfect time to select a new name that reflected what we do.

How did you decide on “Creative Communications”?

Our extensive name selection process included: Reviewing the names of similar organizations from peer institutions; soliciting client and staff input; and comparing emphasis and impact.

We selected “Creative Communications” because, as a department, we manage communications activities from concept, through production to delivery. Our new departmental signature or combination of name and emphasis lines says this very well:

creative + communications

ADVISE + CREATE + DISTRIBUTE

The new name also serves as an overarching framework under which our unit activities can be displayed, either individually or collectively:

creative + communications

DESIGN + PRINTING + WEB + COPYING + TRADEMARKS & LICENSING + MAILING

Where are you positioned within the university?

Creative Communications is part of Financial Management which in turn is part of Finance and Facilities.

What is your new technology and what new services do you offer?

- Wide-format printing, mounting and lamination up to 60”x 12’.
- Prepress: Raster image processor; Digital workflow software; High-quality color proofing system; Digital computer-to-plate process
- New iGen digital press produces brilliant prints with vivid colors and striking solids.
- Onsite mailing, digital document services and access to our full range of services at the UW Towers.
- E-Newsletter publishing and list management utilizing Convio.
- Accountable mail/package tracking technology with barcode scanning, hand held scanner delivery and email notification.

Has anything else changed?

Other than our new name and enhanced services, nothing else has changed. We remain proven professionals dedicated to delivering consistent quality and we encourage you to rediscover the breadth of services available from your campus agency for compelling communications:

- Project Management
- Custom, Digital Printing & Copying
- Mail Preparation
- Mail Distribution: On- & Off-Campus
- Graphic & Web Design
- Web Development, Scripting & Programming
- Writing & Editing
- Photography & Illustration
- Departmental Copier Solutions
- Wide-Format Poster Printing
- UW Branded Specialty Products
- Dawg-Prints & Print & Copy Program