PROOF HQ

LIBERTY UNIVERSITY MARKETING PROOFING PROCESS

WHAT IS PROOF HQ?

Proof HQ is the online project proofing system used by the Marketing Department. Its purpose is to ensure that your project is the best it can be and represents the university well by eliminating errors, providing clarity, and establishing consistency across all marketing pieces. Each piece will go through several levels of proofing to verify quality and accuracy. A default time of 24 hours is set for adding comments and making decisions at each level. For larger pieces of 10 pages or more, 48 hours is set, if time permits.

DECISIONS

There are two levels of user access in Proof HQ:

1) REVIEWERS, who can add comments, and

2) APPROVERS, who can add comments as well as make a decision. There are a variety of decisions that approvers can make on any proof. The decisions that are made will affect how a proof moves forward.

APPROVED: No comments from proofer; moves to the next level

APPROVED WITH CHANGES: Proofer makes edits to the piece that are not significant enough to require seeing it again. PC ensures changes are made; moves to next level

> *Sometimes used by a proofer who may not have changes of their own but is affirming with another proofer's suggested changes.*

CHANGES REQUIRED: Proofer makes extensive changes to piece that require another review.* PC ensures changes are made; uploads again for the same proofer

> **This typically occurs when the scope and/or message of the piece has changed since the project request was submitted.*

NOT RELEVANT: Proofer's decision is not needed; proceed

HOW TO REVIEW A PROOF

STEP 1:

Access the proof via the ProofHQ email. Please note the proof deadline and make any comments and decisions within the 24 hour timeline.

> You have **1 new proof** to review by 3 Aug 2018, 11:00 (GMT -04:00).
>
> **Go to proof**

STEP 2:

Review the proof and add any comments or questions by clicking on the "Add Comment" button at the top center. Then, use the drawing tools to highlight the specific text or design you want to change.
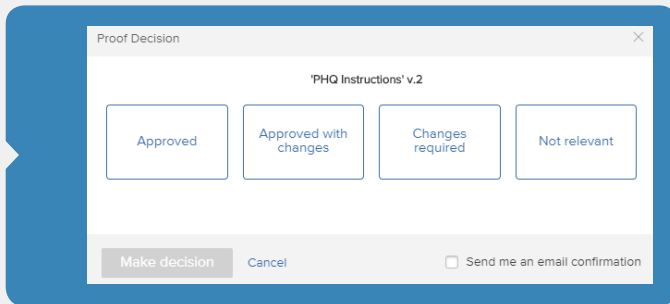
> Add comment   Draw a rectangle

If you are a reviewer and approver, make a decision on your proof by clicking the "Make Decision" button to choose your decision.

If you receive a late notification email, please make your comments and decision as soon as possible to keep the project moving.

PHQ IMPORTANT THINGS TO KNOW

- **Things that will delay and extend the timeline of your project:**
    - Marking "Changes Required."
    - Not making a decision within 24 hours.
    - Making significant design or text changes.
- **Check your clutter inbox** for messages from ProofHQ.
- **Let your PC know who on your team should be included on your proofs.** Choose one or two point people as decision makers on proofs. Proofs can be printed and shared with coworkers to discuss changes.
- **All comments need to be made before a proof decision.** Please do not re-access the proof and add comments once your decision has been made.
- **Read through previous comments so as not to duplicate comments** made by another reviewer. Your PC may ask you a question in the comments, so please read them all.
- **Leaving clear and concise proof comments helps avoid confusion** for the designers and writers.
- **ProofHQ does not show live changes.** You will see replies (done, changed, etc.) in the comment section, and the final piece will reflect your comments. If you wish to see the changes before the piece is completed, you will need to mark "Changes Required," but this could affect the completion timeline.
- **Daily summaries can be automatically sent from ProofHQ highlighting the comments from the past 24 hours.** No action is needed unless you receive a late proof email for a proof that does not have your decision yet.
- **Your PC will check all comments in the proof to ensure that they have been addressed.** Please avoid emailing your PC with requested changes. This will add an extra step to the process and increase the chances of your change being missed.
- **You may tag someone in a comment by using the @ symbol.** This will send an email to that individual, alerting them to a question or comment that requires their attention. However, please note that you can only tag people included in that proof level.

PROJECT REQUESTS AND PROOFS

- **Provide as much detail in the project request as possible.** Give examples of previous projects and photos in the project request to provide direction.
- **The more information a project request has,** the more likely the project will move through proofing quickly and take up less time to complete due to clarifying questions.