


Design and Publishing Process

Process Definition



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1. SUMMERY

- 1.1. This document defines the process of producing Printed Marketing Materials of Tishk International University.
- 1.2. The relationship between this process and the other processes within the Tishk International University management system is illustrated in the process flow map included in the [Quality Manual Doc IU.QM.IN.001E].

2. REVISION AND APPROVAL


This procedure is prepared, reviewed and approved as follows.

Prepared by	Reviewed by	Approved by
Rasha Alkabbanie	Dr. Wasfi Kahwachi	Dr. Idis Hadi Salih

#	Date of Issuance	Ver.	Validity	Description of Change	Prepared by	Reviewed by	Approved by
1	25/12/2017	0	3 years	Original Release	Rasha Alkabbanie	Dr. Wasfi Kahwachi	Dr. Idis Hadi Salih

3. PROCESS DEFINITION

- 3.1. The purpose of this process is to produce posters, flyers, logos, training materials, posters, badges, rolls, packaging, awards, certificates or any other printed-out Martials that are used for marketing the University and all the events and activities held by the university faculties or departments.

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4. PROCESS OBJECTIVES AND METRICS

- 4.1. Process objectives for this process are defined in the “Quality Objectives of Tishk International University” document.
- 4.2. In addition, each objective has at least one metric (or KPI) with which management can measure the effectiveness of the process. These are also defined in the “Quality Objectives of Tishk International University” document.
- 4.3. The targets of each objective are determined in October of every academic year.
- 4.4. The achievement of the quality objectives are discussed in the Management Review Meeting.


Quality Objective	Key Performance Criteria (KPI)	Other process contributes to the final target
Full filling the university units requirements regarding the production of marketing materials	% of Public Relations Supply Request responded to	-
Preserving the Copyright of Tishk International University	Number of Copyright violence cases detected in the academic year	-

5. PROCESS OWNERS AND RESPONSIBLE PARTIES

- 5.1. The owner of this process is the **Director of Design and Publishing Unit**.
- 5.2. **Staff of Director of Design and Publishing Unit** will ensure proper fulfillment of the requirements of this process.
- 5.3. The **Vice-President of Administrative Affairs** will ensure proper resources are provided for this process.

6. TYPICAL PROCESS INPUTS AND RESOURCES

- 6.1. Technical Information Needed.
 - Public Relations Service Requests.
 - Tishk International University Style Guide & Identification Rules
- 6.2. Resources/Facilities and Techniques needed:
 - Designing Software
 - High performance computers
 - Professional printers.
 - Contacts with copy centers and printing companies
- 6.3. Resources/Personnel needed:
 - Design and Publishing Unit Staff.
- 6.4. Special training needed
 - Modern designing programs

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7. SUP-PROCESSES WITHIN THIS PROCESS:

- Producing printout materials of Tishk International University.

8. TYPICAL PROCESS OUTPUTS

8.1. Service produced:

- posters,
- flyers,
- logos,
- training materials,
- posters,
- badges,
- rolls,
- packaging,
- awards,
- certificates
- or any other printed-out Materials Years

8.2. Documents produced :


- None

8.3. Records produced:

- Public Relations Service Request.

9. RELATED RISKS AND OPPORTUNITIES

Risk	Likelihood	Severity	Assessment Method	Mitigation
Non-unified visual appearance of Tishk International University publications and printouts	Somewhat likely to Occur	Moderate	By observation	High commitment to the Tishk International University Style Guide & Identification Rules. Additionally, all the marketing printouts should be produced by the Design and Publication Unit(exclusively).

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10. STEPS

Producing Printout Materials of Tishk International University.

Definition:

IUPO (Tishk International University Print-outs): all types of printouts which are related to marketing to the university or to the events held by the university faculties/departments/units.

- When a need arises in any department/unit for producing IUPO, the Head/Director of the Department/Unit fills the Public Relations Service Request (IU.) attached with a description of the required IUPO,
- The request shall be signed by the head of department/unit then forwarded to the Design and Publishing office.
- The staff of Design and Publishing office receive the request and produce the requested item.
- While designing the requested item, the staff of Design and Publishing office should follow the instructions written in the “Tishk International University Style Guide & Identification Rules”.
- The staff of Design and Publishing office contacts the Coordinator of QMS for getting ISO Code for the item they are producing (all the publishing should be controlled as per the “Document Controlling Procedure”).
- Before releasing the item, the staff of Design and Publishing office should insure that the item has been approved and signed by the Editorial Affairs and by the related authorities.