

TECC MD Rural Pride Conference – Presentation

How to Create Great Material on a Shoestring Budget

HANDOUTS

- TECC sales catalog and TECC Services Overview flyer
- CTCP Policy #3 (Material Development) & #17 (Adapting Material)
- MD Resources List*
- MD Checklist
- MD Guide: Developing for Low SES Populations
- Rover bookmark
- Copyright Form
- Tip Sheet: Quick and Easy Testing
- Tip Sheet: Finding Free and Low Cost Graphics
- Choosing a Printing Option*

* See handouts below.

Material Development Resources

TECC Online Resources

The following titles can be downloaded from www.tecc.org/develop under Development Resources.

Material Development Guides

Topics include: Low SES Populations, Planning Your Material, Getting Approval to Adapt Material, Writing a Draft, Introduction to Design, How to Design a Layout, The Proper Use of Citations, Securing and Protecting Copyright, Cultural Considerations, Pretesting, and Translation Considerations

Testing Resources

Topics include: Quick and Easy Testing, Calculating Reading Level, Focus Group Basics, Sample Generic Test Questions, and Sample Brochure Test Questions

Additional Resources

Topics include: Material Development Checklist, Finding Free/Low Cost Graphics, Customizable Cessation Poster, Reading Level Calculator, Translators List, and The Incredible Journey from Idea to Impact

The **Resource Library** services can be found at www.tecc.org/library and ROVER at www.tcsrover.org.
You need to input your PARTNERS user name and password to access.

Customizing Material

You can order many of the material in the TECC sales catalog customized with your local information!

For more information or to order customized material, contact us at CustomOrders@tecc.org.

Online Training

This official Microsoft training site provides easy to follow web-based training for all Microsoft programs. The training for Word and Publisher are especially helpful to anyone using these programs for design.

Microsoft Online

<http://office.microsoft.com/en-us/training/default.aspx>

Online Printers

There are many online printers available. Complete a search online for the many options and browse each site for ease of use, variety of templates in design and format, as well as price breaks. For additional guidance on using online printers, contact TECC Material Development at 800-258-9090, x222 or email jennifers@etr.org or debrap@etr.org.

Choosing a Printing Option

Office Printer

Benefits:

- good for small print runs,
- economical,
- easy to make updates

Challenges:

- limited quality,
- limited paper weight,
- doesn't work for many formats

Tips:

- choose either a glossy or heavy weight paper (check for "printer friendly"),
- set printer for best quality

Online Printer

Benefits:

- professional design templates and graphics,
- professional results,
- reasonable prices

Challenges:

- no printed proof to review,
- shipping costs and time

Tips:

- request online pdf proof,
- review work and proof carefully

Professional Printers

Benefits:

- personal service,
- printed proof to review,
- high quality,
- may be faster,
- no shipping fees

Challenges:

- cost,
- minimum quantities may apply

Tips:

- talk to several printers,
- let them know you are getting bids,
- give clear specifications before requesting quote,
- check quote carefully to make sure it matches your specifications,
- get production timeline,
- review proof carefully for color, font, all content,
- avoid content changes at proof stage