



DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
QUALITY PROCEDURE

Document Code

QP-DILG-PACS-40

Rev. No.

02

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11.04.24

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40

Provision of Graphics and Layout Services Design

Scope:

The process commences upon directive from top management, request from operating unit or initiative by the graphics artist/section chief up to the submission of the final design to the requesting unit.

Description of Service:

The requesting unit contacts the Graphics and Layout section, thru the process owner who acknowledges the request and assesses job specifications fills up a request form, clearly indicating specifications, deadlines and other requirements pertinent to the request. The process owner acknowledges the requests, reviews all provided information and materials, notes down materials which are further required for the accomplishment of the requests, and escalates the same to the Section Chief for immediate action. The Section Chief will either approve the request and assign the job order to any available graphic artist, or disapprove the requests, and communicate the reason for disapproval to the requesting unit. An approved request will then be processed and a finished design submitted to the Section Chief, first, for initial review and approval, and then to the requesting unit for acceptance of the final output.

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Office:

Public Affairs and Communication Service (PACS)

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No.	Client Action (detailed steps)	No.	Agency Action (detailed steps)	Activities	Person-In- Charge/ Position/ Unit/ Division	References/ Interfaces
1	Submit the Job Request Form and supporting documents to PACS-CSD via DMS/Email.	1.1	Receive and record the Job Request.	<ul style="list-style-type: none">Documents are submitted via DMS/EmailRoute the documents to Section Chief	Process Owner	Job Request Form via DMS/Email
		1.2	Evaluate the request/s received.	<ul style="list-style-type: none">Inform the Requesting Unit regarding the acceptance / disapproval of	Section Chief	Job Request Form



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				the request via DMS/Email		
		1.3	Discuss the details of the request and conceptualize the job request design.	<ul style="list-style-type: none">Refer to the Job Request Form for the contact information of the requesting unitDiscuss with the requesting unit regarding the deadline, duration and specifications of the requestConceptualize and develop the job request's design	Section Chief	Job Request Form
		1.4	Designate the job order to Graphics Artist (GA).	<ul style="list-style-type: none">Indicated the designated Graphics Artist (GA) in the Job Request form	Section Chief	Job Request Form
		1.5	Perform the graphics and layout design task	<ul style="list-style-type: none">Create a draft for the graphics and layout design service request based on the agreed concept after brainstorming with the Section Chief.	CSD graphic artists	



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		1.6	Submit the initial draft of the graphics and layout design task	<ul style="list-style-type: none"> Submit the Initial draft of the request to the section chief for review and approval. 	CSD graphic artists	
		1.7	Review and approval of the initial draft. Approve the draft, initial design after revisions or if no revisions were made.	<ul style="list-style-type: none"> Review the initial draft submitted for revisions or approval. Provide approval if no revisions were made. 	Section Chief	
		1.8	Release the approved draft to requesting unit, for approval/revisions. <i>This document is UNCONTROLLED when DOWNLOADED and/or PRINTED. Always refer to the Documented Information Management System for the Controlled Copy</i>	<ul style="list-style-type: none"> Refer on the Job Request Form to contact the requesting unit Send the final draft approved by the section chief to the requesting unit for their approval. If revisions are suggested by the requesting unit, proceed to step 2.2 for revisions and approval of the section chief. 	Process Owner	Job Request Form
2	Receive the finished job order from PACS-CSD	2.1	Contact the requesting unit to receive the finalized job request.	<ul style="list-style-type: none"> Refer on the Job Request Form to contact the 	Process Owner	<ul style="list-style-type: none"> Job Request Form Email



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				requesting unit to receive the finalized Job Request.		
3	Accomplish the Client Satisfaction Survey (CSS) provided by PACS-CSD	3.1	Administering of Client Satisfaction Survey (CSS)	<ul style="list-style-type: none"> Provide a copy of the CSS to the requesting unit for accomplishment. 	Process Owner	Job Request Form CSS Form Client Satisfaction Measurement Procedure
END OF TRANSACTION						

Definition of Terms:

- **Graphics and Layout Design** – creative output by graphic artists which may be (but are not limited to) logos, comics, cartoon drawing, tarpaulin designs, posters brochures, magazine or book pages and covers and other designs for all other IEC materials or promotional items
- **CSD Graphic Artists** – recipient of graphic and layout design work orders from the Division's identified clients within the Department
- **Process Owner** – *pertains to the person assigned to the process and is on duty who is tasked to acknowledge a design request and is capable of assessing request particulars provided by any requesting unit before escalation to the Section Chief for immediate action*
- **Requesting Unit/Party/Client** – refers to various offices, bureaus, services, and units within the Central Office, and attached agencies who submit graphic design and layout requests for immediate action
- **Draft, initial** – designs first produced by graphic artists which will be later subjected to comments and later revisions; also referred to as working drafts
- **Job Specifications** – may include, but are not limited to:
 - **Job Request Type:**
 - Printed Materials, e.g., brochures, booklets, posters, magazines, tarpaulin, coffee-table books, newspaper ads, flyers, GAD, Insider, etc.
 - Digital Materials, e.g., vector graphics, logo, motion graphics, video editing, slide presentations, video clips, 3D design mockups, photo edit, social media card, etc.
 - **Job Request Details:**
 - SIZE OR DIMENSION for Printed Materials, Social Media Cards, Promotional Items.
 - LENGTH OR DURATION for AVP, Video Editing and Motion Graphics.
 - **Date Due**



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- Request Received By
- Job Assigned To
- Final Output Received By
- **Draft, final** – designs post-comments which are prepared for submission to requesting party
- **Digital Copy** – requesting parties will be given digital copies of both working drafts and final drafts; however, they will similarly be required to provide their preferred file storage media (i.e., CD, DVD, USB Thumb Drive, External Hard Drive) where the files will be saved
- **Format** – requesting parties may define their preferred file format and indicate the same in the request tracker. Usual formats include .jpg, .png, .gif, and .pdf.
- **Pegs, Concepts and Brainstorming** – graphic artists often derive inspiration from existing works
- **Revisions** – requesting parties are allowed to recommend or request further changes to the output without prejudice to the provisions of the DILG Brand Identity Manual
- **Job Request Form** – serves as both work order reference and work order status tracker

Legal References:

DILG Brand Identity Manual
Intellectual Property Rights

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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
**QUALITY
OBJECTIVE (QO)**

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OFFICE	PUBLIC AFFAIRS AND COMMUNICATION SERVICE
PROCEDURE TITLE	PROVISION OF GRAPHICS AND LAYOUT SERVICES DESIGN

Function	Key Performance Indicators (KPI)			Frequency of Monitoring Results	Responsible for Monitoring	Applicable Documents (e.g. Tracker, Monitoring Log Sheet, Summary Log Sheet, Report, Memo, etc.)
	Objective	Target	Indicator/Formula (if applicable)			
• Provide Graphics and Layout Design services to internal clients	• 80% of requests for graphic and layout design are provided with feedback within 3 working days upon receipt	• 80%	• <i>[Total number of graphic and layout design requests provided with feedback within 3 working days upon receipt / Total Number of graphic and layout design requests received] X 100</i>	• Monthly	• Graphics and Layout Section	• Graphics and Layout Logsheet
	• 80% of accepted graphic and layout design requests are served within agreed timeline	• 80%	• <i>[Total number of graphic and layout design requests served within the agreed timeline / Total number of accepted graphic and layout design requests] X 100</i>	• Monthly	• Graphics and Layout Section	• Graphics and Layout Logsheet



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**QUALITY
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Function	Key Performance Indicators (KPI)			Frequency of Monitoring Results	Responsible for Monitoring	Applicable Documents (e.g. Tracker, Monitoring Log Sheet, Summary Log Sheet, Report, Memo, etc.)
	Objective	Target	Indicator/Formula (if applicable)			
	<ul style="list-style-type: none">80% of accomplished Client Satisfaction Survey have a rating of "Agree" or "Strongly Agree" in all Service Quality Dimensions (SQDs).	<ul style="list-style-type: none">80%	<ul style="list-style-type: none">[Total number of responses with rating of "Agree" or "Strongly Agree" in all Service Quality Dimensions (SQDs) / Total number of responses received] × 100	<ul style="list-style-type: none">Monthly	<ul style="list-style-type: none">Graphics and Layout Section	<ul style="list-style-type: none">CSS Form, CSS Data Sheet

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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
**QUALITY MONITORING
 AND EVALUATION (QME)**

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OFFICE	PUBLIC AFFAIRS ND COMMUNICATION SERVICE													
PROCEDURE TITLE	PROVISION OF GRAPHICS AND LAYOUT SERVICES DESIGN													
OBJECTIVE STATEMENT	1: 80% of requests for graphic and layout design are provided with feedback within 3 working days upon receipt 2. 80% of accepted graphic and layout design requests are served within agreed timeline 3. 80% of accomplished Client Satisfaction Survey have a rating of "Agree" or "Strongly Agree" in all Service Quality Dimensions (SQDs).													
CURRENT PERIOD														
	INDICATORS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Objective 1: 80% of requests for graphic and layout design are evaluated and provided with feedback (Accepted/Rejected) within 3 working days upon receipt														
A	Total Number of graphic and layout designs accepted within 3 working days upon receipt.													
B	Total Number of graphic and layout design requests received													
C	Formula: $\frac{A}{B} \times 100$ Target Result : 80%													
D	Gap Analysis: (In case the objective is not met, put your analysis why it is not met)													
Objective 2: 80% of accepted graphic and layout design requests are served within agreed timeline														
A	Total number of graphic and layout design requests served within the agreed timeline													
B	Total number of accepted graphic and layout design requests.													
C	Formula: $\frac{A}{B} \times 100$ Target Result : 80%													
D	Gap Analysis: (In case the objective is not met, put your analysis why it is not met)													



DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
**QUALITY MONITORING
AND EVALUATION (QME)**

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Objective 3: 80% of accomplished Client Satisfaction Survey have a rating of “Agree” or “Strongly Agree” in all Service Quality Dimensions (SQDs).

A	Total number of responses with rating of “Agree” or “Strongly Agree” in all Service Quality Dimensions (SQDs)													
B	Total No. of responses received													
C	Formula: $\frac{A}{B} \times 100$ Target Result: 80%													
D	Gap Analysis: In case the objective is not met, put your analysis why it is not met													

Prepared By	Reviewed By	Noted By
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Process Owner	Division Chief	PACS Deputy QMR

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**Graphics and Layout Log Sheet (GLS)**

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QUALITY OBJECTIVE: 1. 80% of requests for graphic and layout design are provided with feedback within 3 working days upon receipt
2. 80% of accepted graphic and layout design requests are served within agreed timeline

FREQUENCY OF MONITORING:
COVERED PERIOD:

No.	Date Received	Action Accepted (Yes/No)	Date of Feedback Provided	Requesting unit	Job Specifications		Agreed Timeline	Date Submitted to Requesting Unit	Objective 1 Results		Objective 2 Results		Remarks/Particulars
					Job Order No.	Assigned Graphics Artist			Met (provided a feedback ≤ 3 days upon receipt) (C-A)	Unmet (provided a feedback ≥ 3 days upon receipt) (C-A)	Met (submitted within the agreed timeline) (H-G)	Unmet (submitted beyond the agreed timeline) (H-G)	
	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
xx													

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Total
Result

0 0 0

Prepared By
Process Owner

Noted By
Division Chief

Logsheets Accomplishment Guide:
Job order no. encode the Job Order no. (Indicated in the Job Request Form)
Action: Indicate Yes if Accepted and No if Rejected
Remarks/Particulars: indicate if job was returned for revisions by either Section Chief or client

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Division Chief

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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

JOB REQUEST FORM

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JOB ORDER (JO) NO: _____
[YYYY-MM-DD-00-00]**To be filled up by the client*

CLIENT INFO:
NAME
POSITION/DESIGNATION
OFFICE
LOC. NUMBER / EMAIL

JOB SPECIFICATIONS		
JOB REQUEST TYPE:		
<input type="radio"/> PRINTED MATERIALS	<input type="radio"/> DIGITAL MATERIALS	<input type="radio"/> PROMOTIONAL ITEMS
<input type="checkbox"/> Brochure <input type="checkbox"/> Posters <input type="checkbox"/> Leaflets <input type="checkbox"/> Calendars <input type="checkbox"/> Magazines <input type="checkbox"/> Manuals <input type="checkbox"/> Compendium <input type="checkbox"/> Primer <input type="checkbox"/> Coffee Table Books <input type="checkbox"/> Tarpaulin <input type="checkbox"/> Newspaper Ad <input type="checkbox"/> Insider <input type="checkbox"/> GAD <input type="checkbox"/> Others: _____	<input type="checkbox"/> Audio Visual Presentation (AVP) <input type="checkbox"/> Slide Presentations <input type="checkbox"/> Photo Editing <input type="checkbox"/> Video Editing <input type="checkbox"/> Motion Graphics <input type="checkbox"/> Infographics <input type="checkbox"/> Logo Designs <input type="checkbox"/> Social Media Card <input type="checkbox"/> Others: _____	<input type="checkbox"/> Shirt <input type="checkbox"/> Mugs <input type="checkbox"/> Button Pin <input type="checkbox"/> Presentation Folder <input type="checkbox"/> Notebook/Notepads <input type="checkbox"/> Pens <input type="checkbox"/> USB Thumb Drive <input type="checkbox"/> Calling Cards <input type="checkbox"/> Identification Cards <input type="checkbox"/> Bags <input type="checkbox"/> Others: _____

JOB ORDER DETAILS		
SIZE OR DIMENSION (for Printed Materials, Social Media Cards, and Promotional Items)		ADDITIONAL REMARKS:
LENGTH OR DURATION (for AVP, Video Editing and Motion Graphics)		
Preferred Deadline		

Requested by:	Approved by:
_____ Signature Over Printed Name	_____ Signature Over Printed Name
Position: Name of Office:	Position:

**To be filled up by PACS-CSD Personnel*

Date Received: _____ Date Feedback Provided: _____

DISPOSITION:	<input type="checkbox"/> ACCEPTED	<input type="checkbox"/> REJECTED	<input type="checkbox"/> FOR FURTHER REVIEW
JOB ASSIGNED TO:		*Reason:	*Additional Remarks:
DATE ASSIGNED:			
AGREED TIMELINE:			
DATE FINAL OUTPUT SUBMITTED:			

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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

MASTER LIST OF MAINTAINED INTERNAL DOCUMENTED INFORMATION

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Name of Bureau/Service/Office/Procedure: PACS

DOCUMENT CODE	DOCUMENT TITLE	REVISION					
		00	01	02	03	04	05
Provision of Graphics and Layout Services Design							
QP-DILG-PACS-40	Provision of Graphics and Layout Services Design Quality Procedure	06.15.21	02.16.23	11.04.24			
QO-QP-DILG-PACS-40	Provision of Graphics and Layout Services Design Quality Objective	06.15.21	02.16.23	11.04.24			
QME-QP-DILG-PACS-40	Provision of Graphics and Layout Services Design Quality Monitoring and Evaluation	06.15.21	02.16.23	11.04.24			
FM-QP-DILG-PACS-40-01	Graphics and Layout Log Sheet (GLS)	06.15.21	11.04.24				
FM-QP-DILG-PACS-40-02	Job Order Form	06.15.21	11.04.24				
FM-SP-DILG-07-07A	Client Satisfaction Survey (On-site) (English Version)	02.01.23	01.01.24				
FM-SP-DILG-07-07B	Client Satisfaction Survey (On-site) (Filipino Version)	02.01.23	01.01.24				
FM-SP-DILG-07-08A	Client Satisfaction Survey (Online) (English Version)	02.01.23	01.01.24				
FM-SP-DILG-07-08B	Client Satisfaction Survey (Online) (Filipino Version)	02.01.23	01.01.24				
FM-SP-DILG-07-09	CSS Data Sheet	02.01.23	01.01.24				
FM-SP-DILG-07-10	Client Satisfaction Report	02.01.23	01.01.24				

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Name of Bureau/Service/Office/Procedure: PACS

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QP-DILG-PACS-40 (Provision of Graphics and Layout Services Design)							
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