



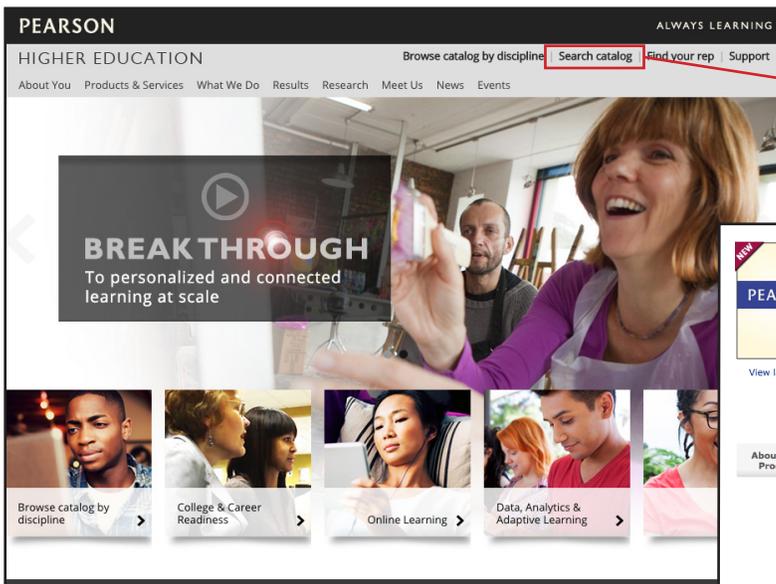
Higher Education Content Lifecycle Management Asset Management Services

Higher Education Catalog Posting Requests

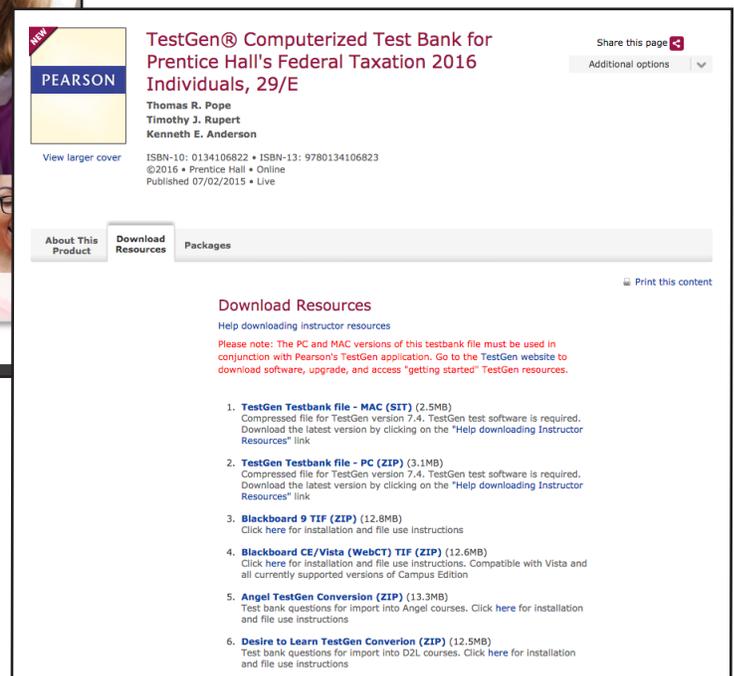
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Introduction

Pearson creates many helpful products which are offered free to instructors to aid them in preparing presentations, exercises and testing. These products are provided to customers via many venues but one of key ways in which these products are offered is through the Instructor's Resource Catalog (also known as Catalog Resource Distribution) on Pearson's Higher Education website: <http://pearsonhighered.com>



Instructors looking at products on Higher Education's website can find valuable free resources to download.



This document provides production tips on generating Instructor's Resource Catalog offerings and summarizes the process which must be followed to have the product posted to the Pearson website and archived. Project Managers and Editorial Assistants should follow this process and should **NOT** upload Instructor's Resource Catalog products directly to the catalog in the Higher Education Product Master (HEPM) system.

Preparing the Instructor’s Resource Center Products

Here are some tips to consider when preparing your free Instructor’s Resource Center products:

Rights and Permissions

Remember that images, text or other assets included in Instructor’s Resource Center (IRC) products are subject to the terms of licensing if they are not owned by Pearson. If you desire to pick up images, text or other assets that were used in the main product make sure to check with [your team’s Rights and Permissions coordinator](#) to confirm the license on the assets allow for them to be utilized.

File Size

- The Instructor’s Resource Center (IRC) will only accept files that are under 200 Megabytes (MB) in size.
- Whatever authoring tool you are using, strive to keep the size of your files compact. Word and PowerPoint are not terribly efficient at image compression so you will get best results by optimizing your images in a good image editor like Photoshop prior to placing them into Word or PowerPoint.
- Although you would stick to higher quality formats like Photoshop EPS and TIFF in print production, the reduction in quality from using the JPG format is acceptable due to the beneficial reduction in file size. Vector images should still be set in Illustrator EPS or similar vector format.
- When preparing videos, use modern video compression codecs which yield the best results. Keep the screen resolution of your videos as small as possible to further reduce total video size.

Fonts

- If you are creating a product that will not have embedded fonts, be sure to use something generic (Times, Arial, Helvetica) as this will minimize product re-flow when opened by the end user.
- If you are seeking to embed fonts in your product to prevent re-flow, make sure that you are using fonts that Pearson is licensed to embed in products. See [Pearson’s Font Policies](#) for more detail.

File Naming

Instructor’s Resource Center products should follow this convention for file naming:

ISBN10 or ISBN13 + underscore + product abbreviation + period + extension

Following this convention ensures that Pearson’s customers see consistent file naming across all of the IRC products they download. Keep in mind that this file naming convention is only specific to your zip files. You can name the files within the zip file in a manner most helpful to the customer.

Here is a chart of common product abbreviations to utilize when naming your files:

Product Type	Abbreviation	Example File Name
PowerPoint	ppt	0134106822_ppt.zip
Lecture Note PowerPoints	lnppt	9780134106823_lnppt.zip
Image Bank PowerPoints	ibppt	0134106822_ibppt.zip
PowerPoint broken into smaller files	ppt	0134106822_ppt_a.zip
PowerPoint broken into smaller files	ppt	0134106822_ppt_b.zip

PowerPoint broken into smaller files	ppt	0134106822_ppt_c.zip
TestGen	tg	0134106822_tg.zip
Test Bank	tb	0134106822_tb.zip
Test Item File	tif	0134106822_tif.zip
Moodle TestGen Conversion	mdl	0134106822_mdl.zip
Angel TestGen Conversion	ang	0134106822_ang.zip
D2L TestGen Conversion	d2l	0134106822_d2l.zip
Blackboard TestGen Conversion	bb	0134106822_bb.zip
Blackboard CE TestGen Conversion (WebCT)	wct	0134106822_wct.zip
Sakai TestGen Conversion	sak	0134106822_sak.zip
Instructor's Solution Manual	ism	9780134106823_ism.zip
Instructor's Manual	im	0134106822_im.zip
Instructor's Resource Manual	irm	0134106822_irm.zip
Image Library	il	9780134106823_il.zip
Answer Key	ak	0134106822_ak.zip

Final File Compression

The final files that make up an Instructor Resource Center product should be zipped into a single file, or if over 200 MB, should be broken into multiple zip files (each under 200 MB). Add an underscore and a letter to the file name when breaking a large zip file into parts (e.g. 0134106822_ppt_a.zip, 0134106822_ppt_b.zip, 0134106822_ppt_c.zip). Describe the contents of each zip file in the web form's comments.

StuffIt compressed files (SIT and SITX) do not need to be created for Macintosh users as the Macintosh users can readily deal with ZIP files.

Submitting Your IRC Products for Catalog Posting and Archiving

Once your IRC product is ready, you should submit it to Asset Management Services (AMS). AMS will upload your product so that it is available to customers and will also archive your product in Pearson's content management system so it is properly archived.



If you are preparing to submit your archives to AMS via the Catalog Posting process, be sure to warn your vendor that an archive submission to codeMantra at the end of the project is not necessary!

To submit your product, use this web form: http://www.usheproduction.com/AMS/archive_form_2.cfm

If this is the first time you are submitting the IRC product, answer “No” on the Replacement drop-down menu. If you are submitting revised material, answer “Yes” on the **Replacement** drop-down menu. You can post your files to a variety of locations for pick-up by AMS including SFTP sites, Box, DropBox or Google Drive. The text that describes a file posted to the IRC is usually templated but if you have any special requests about how you want the product’s description to appear, please indicate this in the **Comments** field.

Replacement files should have the exact same name as the originally provided file. You can reference the original file name by visiting the product in HEPM and clicking the “View” drop-down menu and then the “Associated Files” option. The current file name of your product will display but it will have a unique identifier suffix. For example: 0133913511_ppt-242364.zip. Removing the unique identifier suffix will yield the original file name. In this case: 0133913511_ppt.zip.



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Catalog Posting Submission Form

This form should be used to submit a Catalog Resource for the Instructor's Resource Catalog to archiving. Submitting this form will prompt your Catalog Resource to be made visible to customers via a posting to the Higher Education Product Master. Your product will also be archived in the Pearson content management system.

** Required fields*

Please input the ISBN of the Catalog Resource you are submitting (no dashes).

*ISBN:

*Location Posted: *Please include path and filename/s*

*Replacement:

People to be cc'd: *Separate email addresses with semicolons*

Comments:

About the submitter:

*Name

*Phone:

*E-mail:

Web form used to submit your IRC products to AMS.

Make sure you turn over the source files too. If your distribution file is a PDF or other compiled deliverable, you should also turn over the Word documents and images that were used to create the product. This ensures that the product can be edited for revisions, used to prepare new editions, etc.

Once you have submitted the web form, your IRC products will typically be posted to the IRC and archived in the content management system in 24-48 hours. After the product is posted, it may be another 24-48 hours before the product goes live on Pearson's web server. The archivist monitoring and acting on the web form submissions will notify you when the product has been uploaded and archived.

Once your product is live, you should review the product from a customer perspective to ensure you are satisfied with its presentation. Once satisfied, you should follow your team's process for marking the IRC product in-stock. If you are not sure what your department's process is for marking the product in-stock, touch base with your Inventory team and they should be able to provide detail. If for some reason you do not see your product go live 48 hours after posting, please contact HEProductArchive@pearson.com as the link between the Higher Education Product Master (HEPM) and the IRC may be faulty. When reported this will be checked and corrected.

Here are some of the key reasons why you must ensure that your IRC product is not just posted for customers, but also archived in the Pearson's content management system:

- If the IRC system crashes, AMS will help the Product Information group to restore your files. This has happened several times historically and the items cached in the content management system were easily restored.
- Once your product is marked Out of Print, the IRC product will no longer be visible in HEPM. Ensuring that your IRC asset is in the content management system will ensure that the product can be located when next edition production begins.
- Derivative production teams (Custom, International, etc...) have had an increased interest in supplements in recent years. These teams are trained to obtain what they need through the content management system.
- Regular Reprint work, and legal response modifications to supplements is on the rise; the Reprints process is based on the product being available in the content management system.

If you need to re-obtain your IRC products for reference, or to facilitate revisions, you will find their archive location noted in the Production Control System (PCS) under the Product tab (specifically the Format/File Management sub-tab). This tab also contains detail on when the IRC product was uploaded and how many revisions have been processed.

Conclusion

If you have any questions regarding this process, please contact HEProductArchive@pearson.com. Thank you!