

22b-Media CD/DVD (Student or Instructor) (ME8b)

Why: Media standard product process for CD/DVD Production.

Who: Media Project Manager (MPM) (Lead), Advanced Media Project Manager (AMPM) (if required), Media Editorial (MEd) and/or Acquisitions Editorial (AE), Art Director (AD), Operations Specialist (OS) and/or Central Media Manufacturing Buyer (CMMB)

Skills Needed: Time management, budget and communication skills, knowledge of standard and advanced media product types and specifications.

Knowledge Base Needed: Microsoft Office (Word, Excel, PowerPoint), PIMS, Adobe Acrobat, CES, PAL Projects, QuarkXPress, HTML/XML, Acrobat, Toast/CD Mastering, Photoshop, Illustrator, JPEG conversion protocols

CD/DVDs are categorized as either *Standard* or *Custom*, and then are further classified as *Student (Data CD or Assessment Content)* or *Instructor (Data CD or Instructor Resource CD)*.

NOTE: An Instructor Resource CD/DVD (IRCD) is a piece of physical media, which can be bound with the Instructor Manual. It may also be a stand-alone piece of media. It is usually non-saleable. An IRCD contains many different types files, such as Word documents, Excel spreadsheets, Flash animations, Chime molecules, QuickTime movies, and JPEG images, PowerPoints, etc.

Standard CD platforms:

- a. ATM (All Things Media)
- b. Media Manager
- c. SophWare

Custom CD platforms (by developer):

- a. Red Frog – Hogan series c/r 2008/2009 NCLEX Nursing series
- b. Horus Development – Allied Health titles with extensive game modules and Glossaries
- c. Aptara – Nursing c/r 2008/2009 AAA titles
- d. VPG Integrated Media – Large volume NCLEX assessment Nursing titles – standalone volumes with no specific parent text.
- e. ZaZa – Brady Health titles

GPM Department: QA testing and Regression testing
http://wpslive.pearsoncmg.com/cmgi_forms_library/0,,1892799-.00.html

SMS Department: <https://sms.pearsoncmg.com/workplace/>

TASK: Media Editorial Development

Step 1: Editorial (MEd) determines content for CD/DVD and submits all required deliverables to production (See Core Media Project Management Procedures / Pre Launch Tasks*) including metadata spreadsheets, Media checklists, editorial team and contributor credits, PDR photo credits info, final TOC.

Step 2: MEd consults with Media Project Manager (MPM) regarding media plan (critical requirement) and determining vendor of choice based on editorial request and PHHE Media vendor recommendations.

Step 3: MEd provides list of media files (audio/ animation, video, and images) to MPM. MPM aggregates all media files and repurposed items are provided to MEd, if necessary. All new animations and videos are contracted with vendor by MPM or MEd with AMPM input.

TASK: Media Pre-Launch Preparation

(SEE: Media Pre-Launch ME3)

TASK: Schedule Media Pre Launch Meeting

TASK: Schedule and Host Formal/Virtual Media Launch

(SEE: Media Launch ME4)

Step 1: Additional goals for launch: Determine and coordinate with Art Director (AD) regarding the impact/influence of cover/interior design on product, inclusive of Web-based palette and the availability of design elements (cover/interior) for interface design to ensure continuity of design for product suite.

Step 2: Vendor/developer recommendations are reviewed and vendor/developer is assigned. AMPM should check draft of MEd's request for proposal and media plan. Costs are reviewed in-house and AMPM makes final choice of vendor.

TASK: Post Launch (SEE Media Launch ME4)

Step 1: In addition to standard procedures, scope of project is finalized with description of all content and functionality and information is entered into AV log. (Best Practice/Future state for AVS Online with full Media Tab functionality).

Step 2: MPM determines availability of media assets. If an audio glossary is required MPM pulls audio files from database of existing files and arranges recording of additional required files with Pearson Video Production Services (VPS). NOTE: At some point the current health media database assets will be available through PAL-Projects.

Step 3: Photo Permissions: MPM needs to request PDR from IRC and determine costs for photo permissions for photos used on CD. Once spreadsheet is completed, it is attached to a Multi Media Request Form and sent to the IRC Department (Beth Brenzel). See Photo Permissions Procedures.

Step 4: Printed packaging is determined and coordinated*

Step 5: Purchase orders are created and processed by MPM. (SEE: PO Creation (OS3))

Step 6: PHHE MPM monitors status on any material being supplied by vendors and authors of all files for CD. *Important note:* Progress of content must be monitored closely to see that files will be final on scheduled content end date in order to submit final files to CD/DVD developer.

TASK: STANDARD - ATM Interface Production (Instructor or Student)

(SEE page 9 for specific CD/DVD burning instructions)

Step 1: Asset aggregation begins by MPM: Asset aggregation may include but is not limited to, creation of AV Gallery, JPEG conversions, PPTs, and other content prior to submission to the vendor. Dates for this process will be determined by the MPM at Pre-Launch.

Step 2: Parent AV Log is repurposed for Media Supplement (See AVPM Procedures)

- Asset list and metadata is maintained by MPM within the Media AV Log

Step 3: Compilation begins by creating the project folder on computer (Mac). Within are five items:

- Application engine (start.app)
- Assets folder. All media assets organized therein
- Interface folder. Contains bookCover.jpg, color.xml, and interface.swf files
- Macintosh readme file
- PC files folder (start.exe, autorun.inf file, and Windows readme files.

Step 4: MPM edits color.xml file, setting title of project, authors, and color scheme to match that of parent text

Step 5: MPM acquires and converts parent text cover to JPEG, if necessary. **Compilation is finalized.**

Step 6: MPM burns 5 CDs. All CDs/DVDs must be built and burned as Hybrids

Step 7: Beta is spot-checked by MPM on appropriate systems **then submitted to QA.** (SEE Media GPM QA/Testing ME6)

- MPM submits Physical Media Testing form
- Functional-level of testing should be requested with no more than a 5-day turnaround time
- QA has supplied standard ATM testing guidelines to their vendors. MPM simply needs to detail the assets (name/types of files) on the testing request form
- Automated e-mail is printed and serves as transmittal with beta IRCD to testing

NOTE: CTG will sometimes ask for 7-10 days for testing depending on percent of content requesting to be tested and amount and complexity of product.

Step 8: While CD is in testing, MPM confirms the status of **the CD silkscreen and label** with AD/Design (SEE Media Printed Packaging ME5). CD is also with proofreader and Editorial for review during testing.

Step 9: When QA report is received by MPM, corrections are made as needed and a final, production master CD is burned. MPM to verify CD/DVD length per disk, not exceeding its limitations. See specifications/standards: <http://phheproduction.pearsoned.com/media/html/mediapackaging.html>

Step 10: Gold Master CD is submitted to CMMB for replication if it is a Stand-alone product, or to the OS if it is a Bind-in. CD silkscreen and label files are posted to vendor's ftp site with notification to buyer per procedure (SEE Media Printed Packaging ME5).

Step 11: MPM routes to team and receives **final approvals of silkscreen and label proofs** as submitted by the CMMB.

Step 12: MPM records all schedule information in PIMS until product is received in warehouse.

Step 13: If work is vendor assigned, vendor submits final Invoice to MPM. MPM finalizes PO in CES and circulates invoice for signatures per procedure. (See PO and Invoice Procedures)

EMM = 1-2 Hours (Estimated)

TASK: STANDARD - SophWare Interface Production (Instructor Resource Center on CD/DVD)

Step 1: Asset aggregation begins: The MPM receives the metadata spreadsheet from Editorial, and checks for accuracy, file name consistency, etc.

- All necessary files for the IRC build (metadata spreadsheet, book cover graphics, final assets) are supplied to the Media Producer or Media Vendor.

- Process may include but is not limited to, creation of AV Gallery, JPEG conversions, PPTs, and other content prior to submission to the vendor. Dates for this process will be determined by the MPM at Pre-Launch.

Step 2: Parent AV Log is repurposed for Media Supplement (See AVPM Procedures)

- Asset list and metadata is maintained by MPM within the Media AV Log

Step 3: MPM approves screen shots (mock-ups) supplied by vendor if requested by MPM at assignment of project to vendor.

Step 4: Receipt of CD/DVD from Developer: Beta CD/DVD Masters (5 discs) are sent to MPM by CD/DVD developer. Or Developer posts ISO file to FTP site and MPM burns 5 CDs. All CDs/DVDs must be built and burned as Hybrids.

Step 5: Beta is spot-checked by MPM on appropriate systems **then submitted to QA.** (SEE Media GPM QA/Testing ME6)

- MPM submits Physical Media Testing form
- A copy of the asset spreadsheet is also supplied to QA
- Functional-level of testing should be requested with no more than a 5-day turnaround time
- Automated e-mail is printed and serves as transmittal with beta IRCD to testing

Step 6: While beta is in Testing, MPM distributes the other four disks to:

- MEd
- Development Editor (DE)
- Acquisitions Editor (AE)/Author
- MPM

Step 7: After QA, MPM compiles all necessary **beta corrections** and then distributes to appropriate parties (production vendor, art studio, etc). The MPM confirms corrections made to content files and then posts revised files vendor.

Step 8: The MPM receives corrected Regression 1 disk/ISO from IRC build vendor/Media Producer and confirms correction of errors prior to submitting to regression testing. MPM also update testing results database to indicate status of all reported errors.

Step 9: Steps 6 and 7 are repeated if further QA is necessary

Step 10: When project passes final QA, Media Producer/IRC build vendor submits final disk or ISO to MPM to use for the **IRCD gold master**. MPM to verify CD/DVD length per disk, not exceeding its limitations. See specifications/standards:

<http://phheproduction.pearsoned.com/media/html/mediapackaging.html>

Step 11: While CD is in testing, MPM confirms the status of **the CD silkscreen and label** with AD/Design (SEE Media Printed Packaging ME5).

Step 12: MPM routes to team and receives **final approvals of silkscreen and label proofs** as submitted by the CMMB.

Step 13: Gold Master CD is submitted to CMMB for manufacture if it is a Stand-alone product, or to the OS if it is a Bind-in. CD silkscreen and label files are posted to vendor's ftp site with notification to buyer per procedure (SEE Media Printed Packaging ME5).

Step 14: MPM records all schedule information in PIMS until product is received in warehouse.

Step 15: If work is vendor assigned, vendor submits final Invoice to MPM. MPM finalizes PO in CES and circulates Invoice for signatures per procedure. (See PO and Invoice Procedures)

TASK: CUSTOM Student CD/DVD Interface Production

Step 1: Asset aggregation begins: The MPM receives the metadata spreadsheet from Editorial, and checks for accuracy, file name consistency, etc.

Step 2: Parent AV Log is repurposed for Media Supplement (See AVPM Procedures)

- Asset list and metadata is maintained by MPM within the Media AV Log

Step 3: Assets are provided to developer for interface creation/design of CD. Hierarchy of chapter opener is supplied by MEd to MPM for delivery to developer.

Step 4: MPM monitors progress with CD/DVD developer for schedule and design. All milestones are entered into PIMS.

Step 5: Receipt of CD/DVD from Developer: Beta CD/DVD Masters (5 discs) are sent to MPM by CD/DVD developer. Or Developer posts ISO file to FTP site and MPM burns 5 CDs. All CDs/DVDs must be built and burned as Hybrids

Step 6: Beta is spot-checked by MPM on appropriate systems **then submitted to QA.** (SEE Media GPM QA/Testing ME6)

- MPM submits Physical Media Testing form
- A copy of the asset spreadsheet is also supplied to QA
- Functional-level of testing should be requested with no more than a 5-day turnaround time
- Automated e-mail is printed and serves as transmittal with beta IRCD to testing

Step 7: While beta is in Testing, distribute the other four disks to:

- MEd
- Development Editor
- Editor/Author
- MPM

Step 8: After QA, MPM compiles all necessary **beta corrections** and then distributes to appropriate parties (production vendor, art studio, etc). The MPM confirms corrections made to content files and then posts revised files vendor. MPM to verify CD/DVD length per disk, not exceeding its limitations. See specifications/standards:

<http://phheproduction.pearsoned.com/media/html/mediapackaging.html>

Step 9: Outline documents and Metadata spreadsheets are provided by developer and are reviewed by MPM for content architectural consistency with delivered product.

Step 10: Gold Master CD is submitted to CMMB for manufacture if it is a Stand-alone product, or to the OS if it is a Bind-in. CD silkscreen and label files are posted to vendor's ftp site with notification to OS/CMMB per procedure (SEE Media Printed Packaging ME5).

Step 11: MPM records all schedule information in PIMS until product is received in warehouse.

Step 12: If work is vendor assigned, vendor submits final Invoice to MPM. MPM **finalizes PO in CES and circulates Invoice for signatures** per procedure. (See PO and Invoice Procedures)

Standard Schedule

Following is standard schedule for CD/DVD build by out-sourced vendor:

Content End

Beta CD/DVD Build Start

(Days need for CD/DVD build is a variable depending who the vendor is and how complicated the product is, MPM would confirm turn around time with vendor when building schedule.)

Beta CD/DVD Build End

Beta Testing Start

(GPM request 7-10 days for Beta Functional test but depending on amount of content sometimes test can be completed in 5 days)

Beta Testing End

Corrections Start

(Allow 5 business days)

Corrections End

Regression1 Testing Start

(Allow 5 business days)

Regression1 Testing End

If only 1 round of Regression Testing is necessary:

Gold Master to Manufacturing 1-3 days
Instock – Bind in (4-5 weeks)
Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

If two rounds of Regression Testing are necessary:

Corrections Start
(Allow 5 business days)
Corrections End

Regression2 Testing Start
(Allow 5 business days)
Regression2 Testing End

Gold Master to Manufacturing 1-3 days
Instock – Bind in (4-5 weeks)
Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

Vendor-specific Schedules

A. 8-10 weeks – Red Frog Interface Student CD:

- 7-10 days for content tagging and content pull from media databases
- 7-10 days for interface design and review (Simultaneous with tagging)
- 2-3 weeks for development/mastering
- 2-4 weeks for GPM testing and subsequent corrections

Gold Master to Manufacturing 1-3 days
Instock – Bind in (4-5 weeks)
Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

B. 8-12 weeks – Aptara (Techbooks) Interface Student CD:

- 7-10 days to pull content from media databases
- 7-10 days for interface design and review (Simultaneous with tagging)
- 3-4 weeks for development/mastering
- 1-2 weeks for GPM testing and subsequent corrections

Gold Master to Manufacturing 1-3 days
Instock – Bind in (4-5 weeks)

Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

C. 12-18 weeks – Horus Development Interface Student CD:

- 7-10 days to pull content from media databases
- 7-10 days for interface design and review (Simultaneous with tagging)
- 6-8 weeks for development/mastering
- 3-4 weeks for GPM testing and subsequent corrections

Gold Master to Manufacturing 1-3 days

Instock – Bind in (4-5 weeks)
Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

D. 12-18 weeks – VPG Interface NCLEX Student CD:

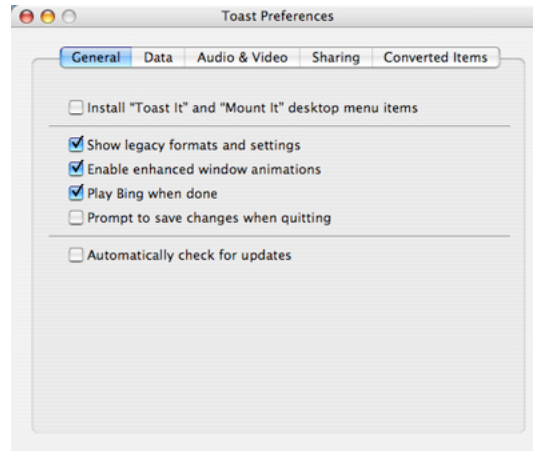
- 2-3 weeks for content tagging and content pull from media databases
- 2-3 weeks for interface design and review (Simultaneous with tagging)
- 4-6 weeks for development/mastering
- 3-4 weeks for GPM testing and subsequent corrections

Gold Master to Manufacturing 1-3 days

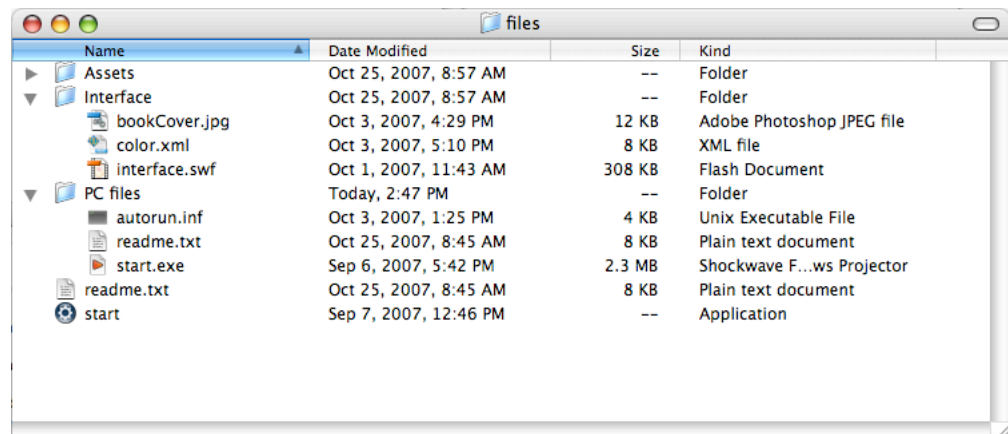
Instock – Bind in (4-5 weeks)
Instock – Standalone (4-6 weeks)
Instock @peak time – Bind in (4-6 weeks)
Instock @peak time – Standalone in (6-8 weeks)

ATM CD/DVD Burning Instructions

Follow the steps below to successfully burn a CD/DVD built with the ATM interface. These steps assume the use of Toast Titanium v.8 and that within Toast Titanium > Preferences > General, the Show legacy formats and settings option has been activated.

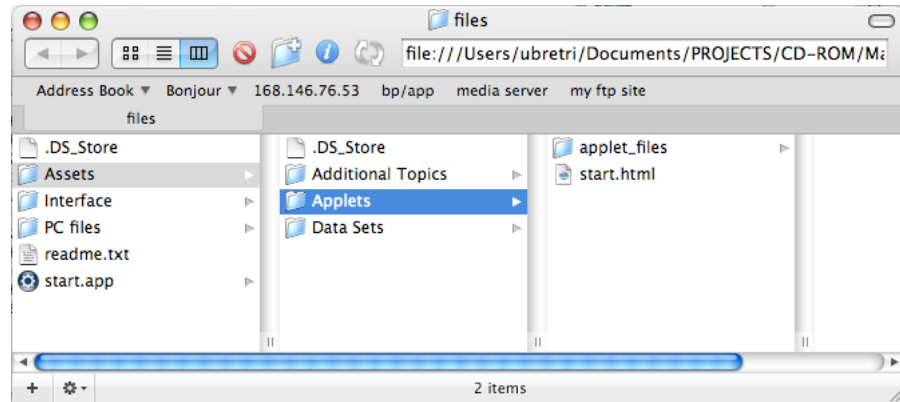


Step 1: Assemble all CD/DVD assets and interface files as illustrated below:



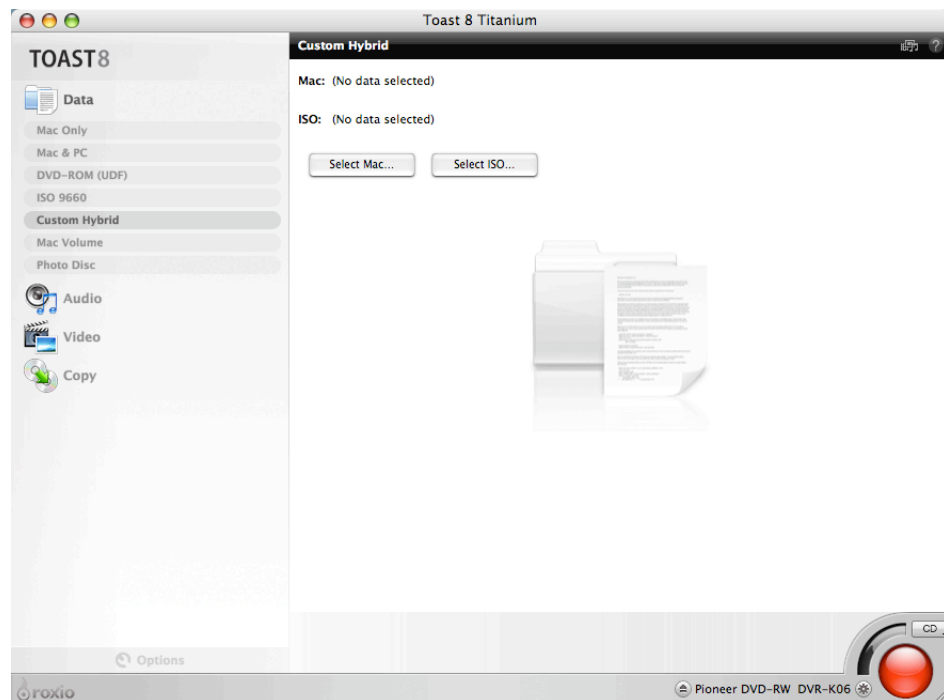
Note that for this project there are two ReadMe documents, one for each platform. It is considered more professional to have platform-specific ReadMe's versus one that covers both.

Step 2: When building in OS X, beware those pesky invisible **.DS_Store** files! These must be deleted before burning your CD/DVD. The best way to do this is to drop the folder containing all of your files (called "files" in the above screen shot) onto Interarchy and deleting them via this application. Remember that every time you open a folder, you will most likely produce a .DS_Store file so make sure to clean them out as the very last thing you do before burning your disc. Inspect all folders and subfolders.

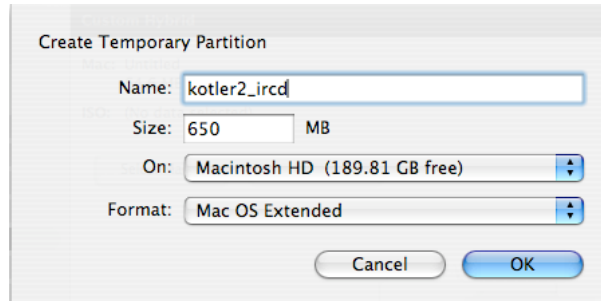


Step 3: Once Step 2 is complete, launch **Toast Titanium** and insert a blank disc (CD or DVD) into your Mac. For some, inserting a blank disc will auto-launch the application.

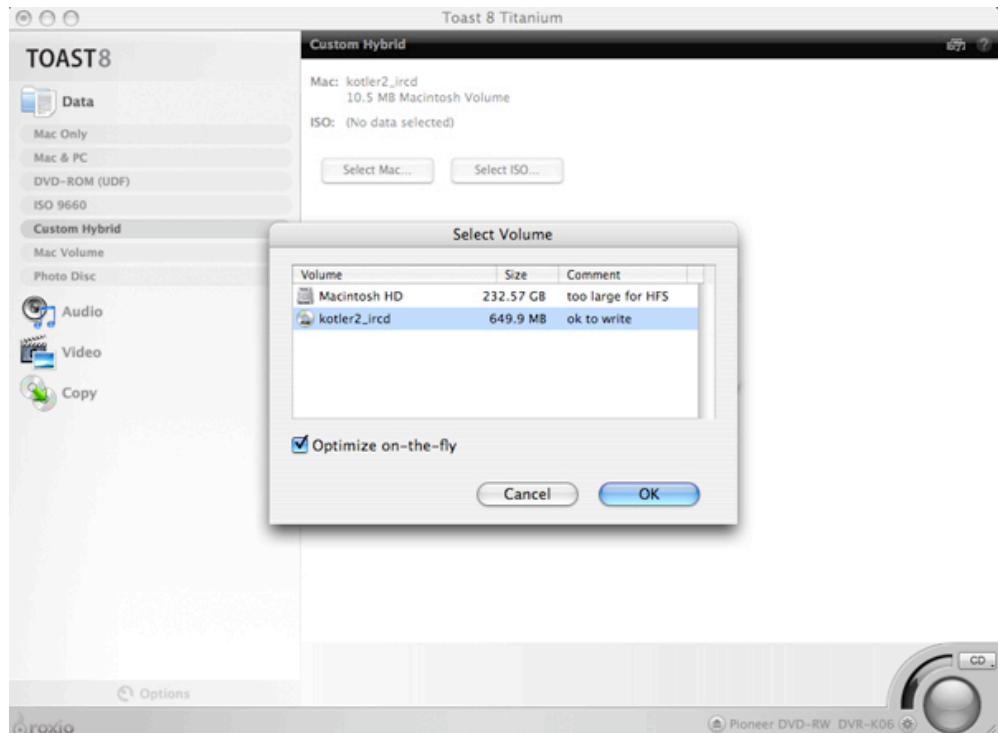
Step 4: On the left side of the application window, select Custom Hybrid under the Data option. See the first paragraph of these instructions if you do not see this option. To the right you will see options for selecting your Mac and ISO (Windows) volumes.



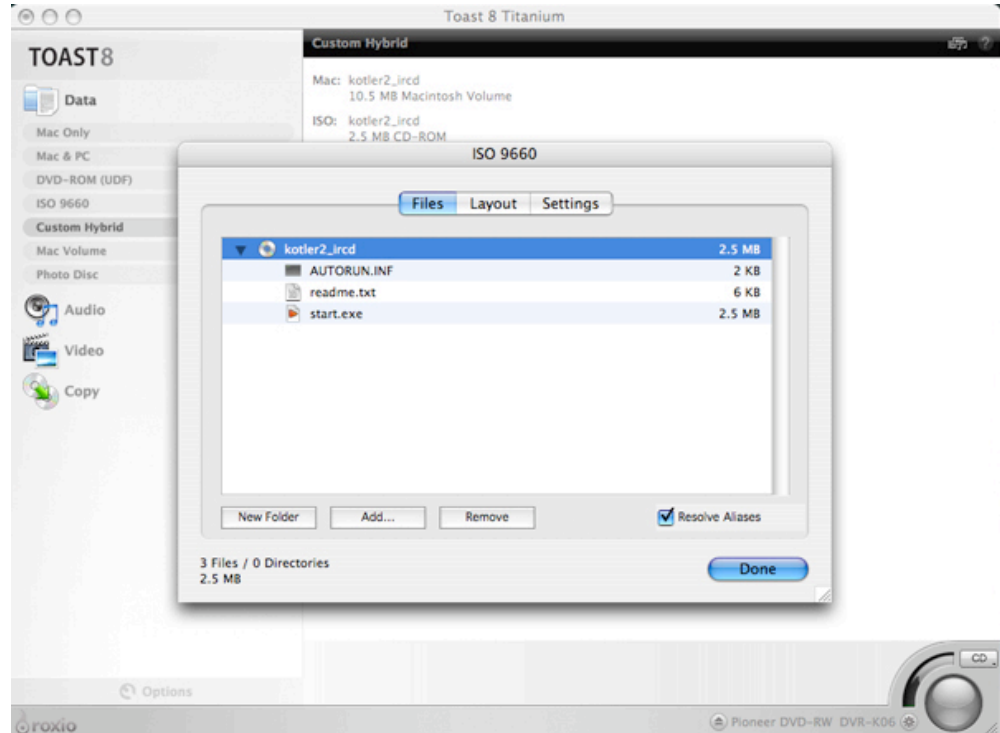
Step 5: Under Utilities, select Create Temporary Partition. The name you give the partition is what your CD/DVD will be called when inserted into a Mac. Confirm with the media editor if her/she has any preferences of what the disc should be called (it may be referred to by a specific name in the parent text, marketing materials, etc.).



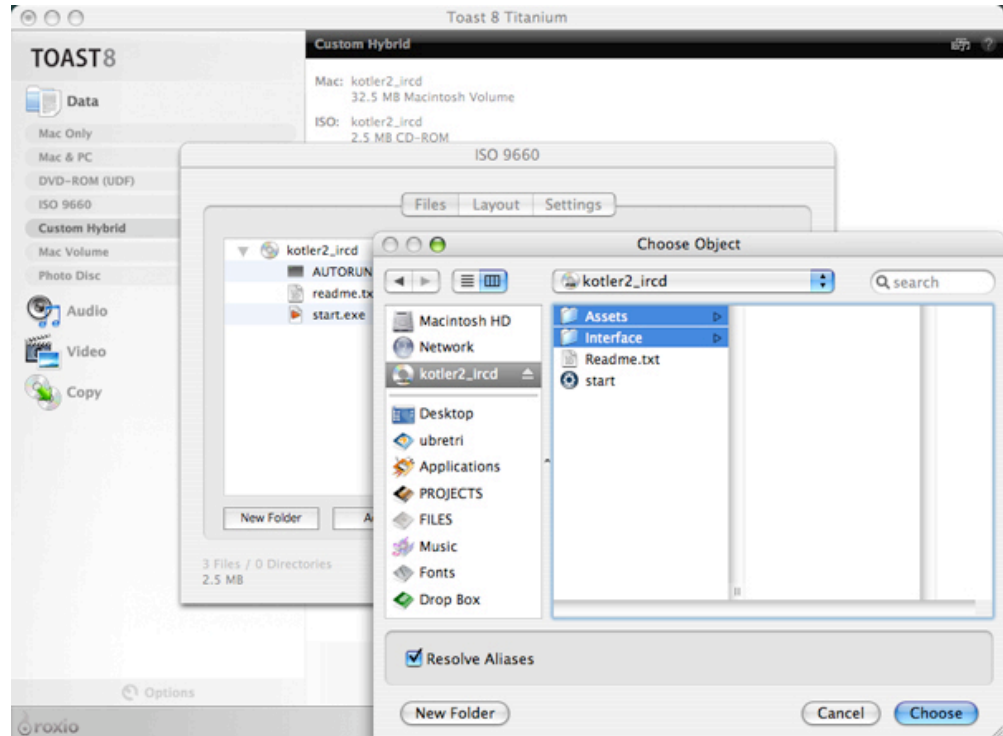
Step 6: Place your Mac files into this partition. They should include everything shown in step one *except* for the PC Files folder—Assets, Interface, Start (or whatever you’ve chosen to call your app file) and ReadMe. When this is done, click the Select Mac... button in the Toast Titanium window and select the temporary partition volume you created on your desktop.



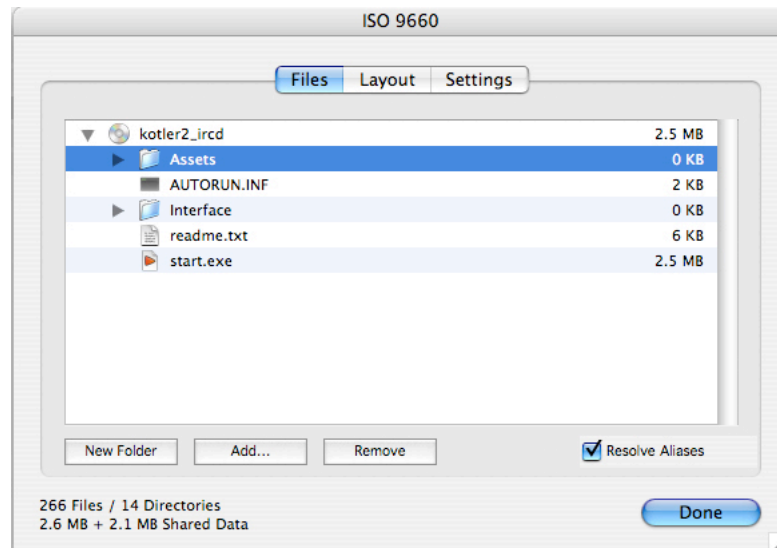
Step 7: Next, click the Select ISO... button. Drag the files from you PC Files folder (autorun.inf, start.exe, and readme.txt) into this window. Hover your mouse over the default disc name My Disc until it becomes editable. Change the name to what you named your disc in Step 4.



Step 8: You will now need to add the Interface and Assets folders to the ISO disc. These items will be shared across both platforms such that they do not need to be burned twice on your disc. Click Add... on the ISO 9660 window and navigate to the temporary partition volume on your desktop. Select the Assets and Interface folders and click choose.

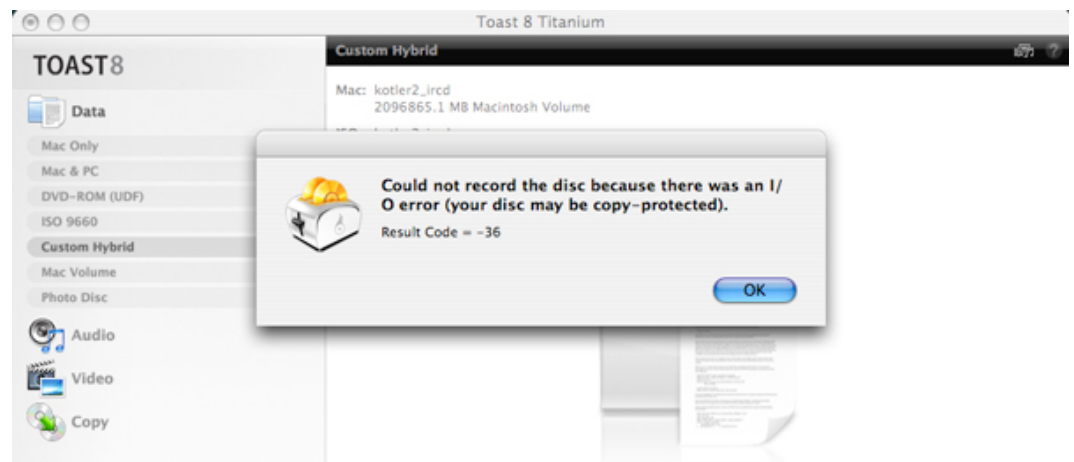


You will see in the ISO 9660 window that those folders appear empty (0 KB). That is okay. At the bottom of the window you will see the ISO's memory size and the memory of what material is being shared.

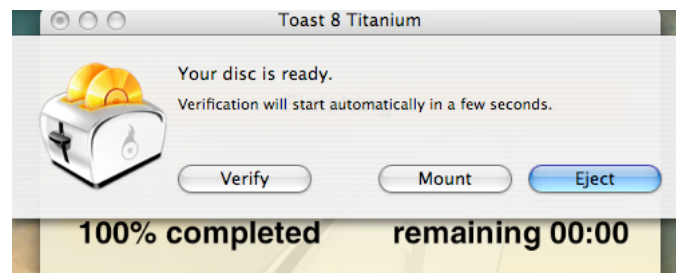


Click done and you are ready to burn you CD/DVD. Before you do so, you **MUST** empty your Trash. In addition, I would recommend quitting all other applications as they can sometimes interfere with a clean burn.

Step 9: Click the red Burn button at the bottom right corner. Select your write speed and click Record. The default is Best but you want to write at a lower speed to ensure data integrity. You *may* get an error message. If you do, just close it and try again. Toast can be fussy and it sometimes takes a few tries to get it to start recording. Norton Auto Scan sometime interferes, but we cannot control this program. I cancel all scans while the burn is in progress.



Step 10: Once the burn is complete, you'll have the option to have Toast verify the disc. You should do this. When this is complete, you can mount the disc to check it on the Mac to make sure it runs properly. If you have access to a PC, you should check it here as well before submitting to QA.



Step 11: Lastly, when you quit Toast, you can delete the temporary partition from your desktop. Check you Documents folder to see if a partition was created there as well. If so, kill it.

Please note:

The industry standard specification for CD Audio and CD-ROM format is 74.5 minutes or 650 MB. Exceeding this length has proven to be problematic in consumer grade players. Problems exhibited have ranged from minor skipping to loss of tracking.

The CD-ROM vendors will manufacture the CD format to a maximum length of 76 minutes or 660MB with a waiver authorization. Selections that exceed 76 minutes or 660MB will require special handling of mastering, waiver approval and could also result in additional production / manufacturing charges. Vendors will not manufacture cd's that exceed total play length of 79 minutes or 690MB.

We realize that your development vendors are only working with 700 MB CDR's - but you must advise them of the limitations.

Below is a grid outlining this information.

Media Length Limitations

Audio Length	Vendor Capability	Special Requirements
x <= 74.5 min	Capable	- None
74.5 min < x <= 76 min	Capable	- Waiver authorization
76 min < x <= 79 min	Capable	- Waiver authorization
		- add'l mastering charge per order
		- add'l cd charge per unit
		- add'l 3 days added to turn time
79 min < x	Not Capable	
ROM Length	Vendor Capability	Special Requirements
x <= 650MB	Capable	- None
650MB < x <= 660MB	Capable	- Waiver authorization
660MB < x <= 690MB	Capable	- Waiver authorization
		- add'l mastering charge per order
		- add'l cd charge per unit
		- add'l 3 days added to turn time
690MB < x	Not Capable	