

## 22c-Media PowerPoints (ME8c)

**Why:** Media standard product process for PowerPoints.

**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, Adobe Acrobat, Toast/CD Mastering, Photoshop, Illustrator, JPEG conversion protocols

There three types of PowerPoints of either as a physical or online deliverable:

1. Lecture notes
2. Image banks
3. Classroom Response System (CRS) PowerPoints (also called ARS, PRS or “Clickers”)

### TASK: Initial Setup – Editorial Initiates All Products

#### 1) Lecture Notes

- Consist of art and/or text content
- Caption text might be included
- Photo credits may be needed
- art can be author-provided or from parent-text archive
- Could be created from supplied text/PDFs
- Add multimedia such as screenshots, custom html multimedia viewer files, hyperlinks, and directory construction
- Variables include:
  - Template design
  - Chapter opener slides (including the book cover and more chapter specific text)
  - Tables / boxed features need to be screenshot and implemented as well
- All art supplied must have electronic permission rights
- May be Progressive Reveal style (each “next” functions as a reveal of new text)

Lecture Notes PowerPoints are generally created by:

1. Author/SME, or
2. Vendor / freelancer

## 2) Image banks

- Consist of the art from the text converted into .jpgs
- Art is then resized and placed on slides
- Captions accompany the art on the slide, but not always
- Photo credits may be needed
- Sometimes the .jpgs are wanted by themselves for CW image banks
- Services may include renaming the image /.jpg files
- Template design
- Chapter opener slides (including the book cover and more chapter specific text)
- Tables / boxed features need to be screenshot and implemented as well
- All art supplied must have electronic permission rights

Image bank PowerPoints can be created:

1. By the author
2. In house/staff
3. By a vendor / freelancer

## 3) CRS PowerPoints

- PowerPoint is to be set in “slide show” mode and consists of an opening slide, a slide with a question and answer choices, indicating the correct answer.
- Question types are usually in Multiple Choice format.
- Can include images
- Editorial to provide final formatted PowerPoints
- Variables include:
  - Template design
  - Tables / boxed features need to be screenshot and implemented as well

CRS PowerPoints must be created:

- Editorial / SME

## ***Known Issues***

Microsoft permission issues: MS does not allow use of clip art or the PowerPoint art choices for commercial use. This means that our authors CAN NOT use these items in books, PowerPoints, etc. Having a repository with royalty free images and pre-designed templates, gives authors creative alternatives while staying within Pearson PPT standards. (To be clarified with Legal Department).

### **Media Tools**

Located on the PHHE Media Production website are the following items for Editorial:

- 1) Templates and royalty free clipart/images
- 2) PPT ReadMe file – Doc (need to finalize standard template for standalone PPT)
- 3) PPT Specification Online Form – (Editorial fills this out)
- 4) Slide Information – Docs (author package)

### **TASK: Editorial Coordinates with Author**

**Step 1:** Editorial hires Author/SME (if necessary).

**Step 2:** Author is sent PPT Author Kit (templates, procedures, documentation).

### **TASK: Editorial Submits All Require Deliverables to Production**

- RTP
- Development Costs
- Copy of contracts (author, developer)
- Media plan
- Complete Online Product Specification Form (TBD)
- Final Content (if applicable)

### **TASK: Media Production: Follow Core Media Project Management Procedures**

**Step 1:** Media Pre-launch Preparation:

Review of product specifications:

- Whether or not the PPT files will be in final format when turned over to media production.
- Determine if copyediting assistance is required.
- Show a templated design to editorial for approval.
- Instructions provided by editorial on how the PPTs should be put together.
- Who will finalize the PPTs: if it is to be done in-house, or by a vendor/freelancer, and if editorial will need to review before they are considered final.
- If other content aside from text is to be included in at PPT such as images or video etc., then it will be determined who will be responsible for aggregation of the content.
- Use of Images in PPTs: An image list should be provided to the media project manager, if there is a permissions list for electronic images, who will supply the images and what format they'll be in.
- Decide if image bar code names need to be removed (and replaced with figure names)
- Discuss/review Design and Packaging Spec (SEE: Media Printed Packaging (ME5))

**Step 2:** Schedule Media Prelaunch (if required)

**Step 3:** Host Media Launch or Virtual Launch based on criteria in core procedures

**Step 4:** PIMS Maintenance

**Step 5:** Distribute Launch Notes

**Step 6:** Process Plant Purchase Order(s)

**TASK: Standard PowerPoint Production**

**Step 1:** Maintain consistent and frequent communication with product team to ensure schedule and product quality is maintained

**Step 2:** Verify and coordinate timely parent asset deliverables with book project manager to ensure product is on schedule.

**Step 3:** Create product ReadMe: If PPTs are a standalone product or part of a CD or IRCD, a ReadMe file must be added to the CD. If PPTs are for online deliverable only, no ReadMe is required.

**Step 4:** If a component product to an IRCD, deliver final PPT files to IRCD vendor or freelancer (SEE: CD/DVD (8b)). If applicable to meet adoption requests, PPTs should be posted to the online catalog page (SEE: Catalog Resource Distribution (8a)).

**Step 5:** Confirm and advise **Art Director (AD)** and CMMB regarding the number of CDs or DVDs for final Design/Packaging and manufacturing production. (See Core Media Project Management Procedures / Printed Packaging)

**Step 6:** The Gold Master is released to the CMMB, who then will confirm the instock date.

**Step 7:** Close out project (SEE Media Close Out (ME7)).

**Standard Plant Costs and Codes (Proposed)**

Media Project Manager to include estimated EMM time (\$40/hour), production costs, and testing costs utilizing standard account codes.

**Schedule**

Standard Schedule for Simple PPTs:

- Allow 1-2 weeks for production of PPTs
- 2 weeks for testing/review/corrections
- 1 week for Regression Testing
- 4 to 6 weeks from disk to duplicator (Gold Master) to instock

Standard Schedule for Moderate PPTs:

- Allow 2-4 weeks for production of PPTs
- 2 weeks for testing/review/corrections
- 1 week for Regression Testing
- 4 to 6 weeks from disk to duplicator (Gold Master) to instock

Standard Schedule for Complex PPTs:

- Allow 4-6 weeks for production of PPTs
- 2 weeks for testing/review/corrections
- 1 week for Regression Testing
- 4 to 6 weeks from disk to duplicator (Gold Master) to instock