

23a-Media Companion Websites (within WPS) (ME9a)

Why: Media standard product process for Companion Websites.

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

A Companion Website (CW) is an online media supplement to accompany a textbook. It is usually non-saleable. A CW contains many different types of modules that contain a variety of question types, such as multiple choice, essay, fill-in-the-blank, labeling, and short answer. Companion Websites also can contain media objects, such as Flash animations, Chime molecules, QuickTime movies, and JPEG images. CW's are authored in WPS authoring tool (<https://wpsauth.pearsoncmg.com/wps/author>) (WPS reference and docs at <http://cmg.pearsoned.com/>).

*Companion Website launches should be scheduled 4 -6 months before desired live website date.

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/>

EDITORIAL TASK Initial Setup – Initiates All Products

Editorial creates records in PPS, which feeds to Global Higher Ed Product Master (GHEPM <http://hepm.pearsoned.com/>). The product record, once promoted to Proposal Planning (Black state) in PPS, feeds the Production Information Management System (PIMS). (<http://pims.pearson.com/pims/>)

EDITORIAL TASK Coordinates with Author

Editorial coordinates with author and confirms the CW materials and CW writing method:

- WPS Online;
- WPS Offline Authoring Template for Assessment material;
- Microsoft Word File

If the author chooses to submit his/her materials within the WPS Word Templates, the **Editor is to direct the author to Media Editorial (MEd)** or Editorial Media Project Manager (EMPM) to acquire those templates and directions on utilizing them.

The WPS Authoring Templates and Toolbar Installers should be supplied to the website author to enter content by editorial. There is an installer for both Windows and Mac available. All authoring guidelines are included.

<http://cmg.pearsoned.com/wps/offlineauthoring/>

http://cmg.pearsoned.com/wps/offlineauthoring/getting_started/downloads/index.asp

EDITORIAL TASK Submits All Required Deliverables to Production

Step 1: Editorial collates product manuscript or final files prior to sending to Media Project Manager (MPM), when available. Schedule of materials to production to be set at Launch.

Step 2: Editorial submits SMS request. When available EMPM provides MPM with SMS Site ID and SMS Module ID, and codes for testing

TASK Standard CW (WPS) Production

Step 1: Review completed Product Specification Online Form and RTP.

Step 2: Verify/confirm that budget (latest BP) in PIMS and on RTP accommodates MPM foreseeable costs.

Step 3: MPM participates in Product Family Launch meeting with Editorial Lead, Editorial Media PM, **Operations Specialist (OS); In-House Project Manager (PM)/Liaison.**

Step 4: Launch Tasks

- Media Plan/Product Specifications are discussed to ensure editorial and production are on the same understanding of plan.
- Any content deliverables and their status are to be discussed thoroughly.
- Discuss budget concerns as necessary.
- MPM sets schedule of material delivery, completion by developer, QA, estimate live. Editorial approves schedule. Any changes or concerns are to be discussed.

Step 5: Post-Launch Tasks

- MPM contacts developer/vendor from preferred vendor list.
- MPM forwards launch notes and/or media plan; or sends sample chapter if available, reviews delivery date expectation and full schedule with developer.
- Depending upon who is selected (Full Service Vendor (FSV), out of house freelancer, in house freelancer) scaled rates or bids are negotiated and/or accepted. Project is assigned to developer/vendor, purchase order is issued (SEE: PO Creation (OS3)) and production begins.

Step 6: MPM to determine if site is to be SMS-protected. If so, verify with MEEd then:

- If a site is a “Premium Site,” you must secure SMS Protection on it. You’ll need to ask your Editorial contact for the Module ID and Site ID for the premium site. These IDs are four digit codes for you to input into the “SMS Configuration” area of WPS. If you don’t have that option on your menu bar, please contact the WPS tech support for them to update your access or click on the “WPS Help” area and fill out a WPS Technical Request Form. Below is a screen grab for the location of the “SMS Configuration” option.



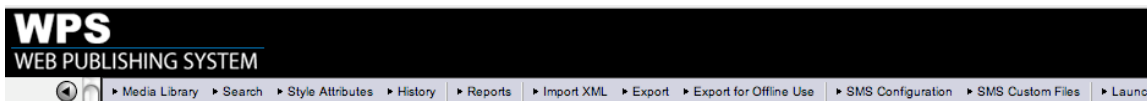
- Once you have the IDs, click on the “SMS Configuration” option above to open the SMS Configuration dialog box. Enter the “four-digit codes” into the SMS Site and Module ID areas. Make sure the Authorized Users option indicate “Students and Educators” and click on the “Enable” Protection button. The rest of that area will be default as is.

SMS Configuration

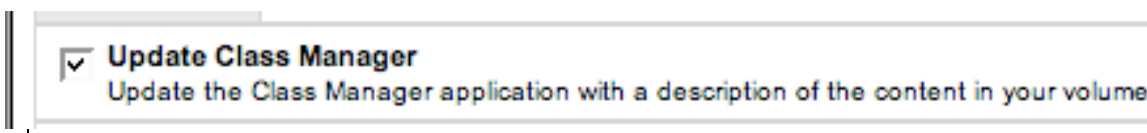
Configuration Options
Enter general configuration options here.
** Indicates required information*

* SMS Site ID	<input type="text"/>
* SMS Module ID	<input type="text"/>
* Authorized Users	Students and Educators ▾
Protection	<input checked="" type="radio"/> Enable <input type="radio"/> Disable
Protect This Content	
Native WPS Objects	<input checked="" type="checkbox"/> Current Location and Children
Media Library Files	<input type="radio"/> None <input checked="" type="radio"/> Entire Media Library and Children <input type="radio"/> Subset of Media Library Files <div style="margin-left: 20px;"> <input type="radio"/> By File <input type="button" value="Select..."/> <input type="radio"/> By Pattern <input type="button" value="Define..."/> </div>

- When all the pertinent information is inputted, click on “Save Changes” on the bottom of that screen and “Return to Edit.”
- Once you’ve established an SMS protected site, you will also have to “Update the Class Manager” when you are ready to launch the site to QA.
- Click on the “Launch” option



- When opened, click on the “Continue” button.
- Check the “Update Class Manager” option. See screen grab below:



- Click “Launch” and press “OK” when prompted if you are sure you want to launch this volume.

Step 5: In addition to Editorial providing you with the Module and Site IDs, they will also need to request SMS Student and Educator Testing Access Codes for QA. Typically, their request should be for “5 redemptions” each. When you receive these testing codes, copy them into the “Comments” section of the “Submit a Website to Testing” form.

- Stage site volume in WPS following standard naming convention
- Enters schedule into PIMS, maintains milestones for content status and submittal, QA testing, and promotion

Step 6: Upon completion of website development, the site should be launched to CQA server and reviewed internally. Launching the site to CQA will show any errors the site may have. You can also run a Launch Error Report * by clicking on the Reports button in the WPS Authoring environment. Review the Launch Error Report and address any broken link issues found there. This process will locate any **404-File Not Found errors that may be present due to improper JavaScript coding.**

- For more information on how to code JavaScript properly for Companion Websites, refer to the following section of the WPS Authoring Help: **WPS Authoring Help > Advanced Skills > Using JavaScript in WPS Content:**
https://wpsauth.pearsoncmg.com/wps/author/help/0975javascript/ink_elements_javascript.htm
- The website now must be proofed and sent for QA testing.
- Proofing should be done before website is submitted to GPM for QA, but can be done simultaneously.
- If freelancer task does not include proofing, MPM arranges for proofing done elsewhere. FSV would handle proofreading and submit queries to MPM.

Step 7: MPM or FSV submits site for QA. MPM to complete online form:

- MPM sends QA URL to editorial for review. Editorial will have one week to submit feedback and signoff via e-mail with approval.
- QA test results and proofing queries get submitted to editorial. If correction feedback is extensive, corrections are forwarded to developer. If simple, can be done by MPM.
- If primary testing report was substantial, website should be submitted for regression test.

Step 8: Website Promotion

- Upon final completion of website production, MPM or FSV send for live promotion using online GPM form.
http://wpslive.pearsoncmg.com/cmgi_forms_library/0,10292,1892789-,00.html
- If bridge page is involved, base WPS website is sent for promotion first, then send request for bridge page promotion. Production team owning bridge page is involved.

Step 9: MPM declares a live website/Instock (SEE: Media Close Out (ME7)).

Step 10: Post Production / Close Out Procedures

- Invoice payment preparation, see Invoice Processing Procedures
- MPM enters all CW metadata into PAL utilizing post-production CW archiving form (yet to be determined). Data submitted will include source volume or development server information, and links to assets if on (CMG) media server.