

23b-Media eBook: Flash and ActiveBook (ME9b)

Why: Media standard product process for Flash and Activebook eBook.

Who: Media Project Manager, Advanced Media Project Manager (if required), GPM Project Manager, Media Editorial and/or Acquisitions Editorial, Art Director, Operations Specialist and/or Central Media Manufacturing Buyer.

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, Perl, Flash

Flash eBook Process

TASK: Editorial Submits All Required Deliverables to Production

Step 1: Media Editor prepares a Flash eBook media specification document to outline all details of the Flash eBook. The following information needs to be placed in the specification document for production.

Flash eBook specification list:

- Book Title, Edition Number, Author(s), ISBN, Copyright date
- Target Gold Delivery Date (web version)
- Target Gold Delivery Date (CD or DVD version)
- Number of pages in the eBook: includes front matter, all chapters, end matter, index and glossary pages

List of specific front matter and end matter to be included:

- Preface
- Note to the student
- Acknowledgement
- Appendices

Additional Items to Consider:

- Estimated # of hyperlinks for page elements (i.e. glossary terms):
- Estimated # of hyperlinked icons to be added to pages
- Glossary
- Audio with glossary
- Index
- Full Text Search
- Limited view (by A-Head)
- Limited view (by B-Head)
- Design specification (banner/skin)

This specification document is provided to the MPM who will provide the information to the in-house developer or outside software vendor.

TASK: Standard Flash or ActiveBook Production

Step 1: Evaluate Website Media Plan

Step 2: Review completed Product Specification Online Form and editorial's Route To Production (RTP) form.

Step 3: If the product is for use on a website, no manufacturing is needed. If product is for use on a CD or DVD, then manufacturing, packaging dates and production costs are determined as part of the budget and schedule process. (See Printed Packaging Procedures)

Step 4: Verify/confirm that budget (latest BP) in PIMS and on RTP accommodates MPM foreseeable costs.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO	
<ul style="list-style-type: none"> Overview Create/Modify Budget Budget Details Product Level Info Group Level Info Budget Estimates 											
PLANT BUDGET:											
PPS:	26200.00				LATEST BUDGET		54082.00				
PPS(REV):					LATEST ESTIMATE						
BP 1:	32800.00										
BP 1 (REV):	54082.00										
ESTIMATED COST:						ACTUAL COST:					
LAUNCH (PS):	54082.00				COMMITTED:		21223.04				
REVISED (PS):	43408.02				YEAR TO DATE ACTUAL:		35537.56				
CCE:	43408.05				WIP:		48914.62				
						ACTUAL COST:					
PROJECTED FISCAL PLANT SPEND											
COPYRIGHT -3			COPYRIGHT -2			COPYRIGHT -1					
COPYRIGHT			COPYRIGHT +1			COPYRIGHT +2					
PREVIOUS ISBN DETAILS											
Prev ED. ISBN:			Prev ED. WIP:								
CALCULATED COST:											
LD per page:	0.00				PLANT COST PER PAGE:		160.96				
HT per page:	0.00				ACTUAL PAGE COUNT:		336				
TOTAL MANUFACTURING COST:			GRAND TOTAL:			11919.21		PER UNIT:		3.97	
FINAL QUANTITY:	3000.00				PRICE FORMULA:				SAP ION:		
NET PRICE:	60.00				LIST PRICE:		80.00				
BUDGET COMMENTS:											
per emily at carlisle the alterations are at 37.7 % due to author revisions. CP											

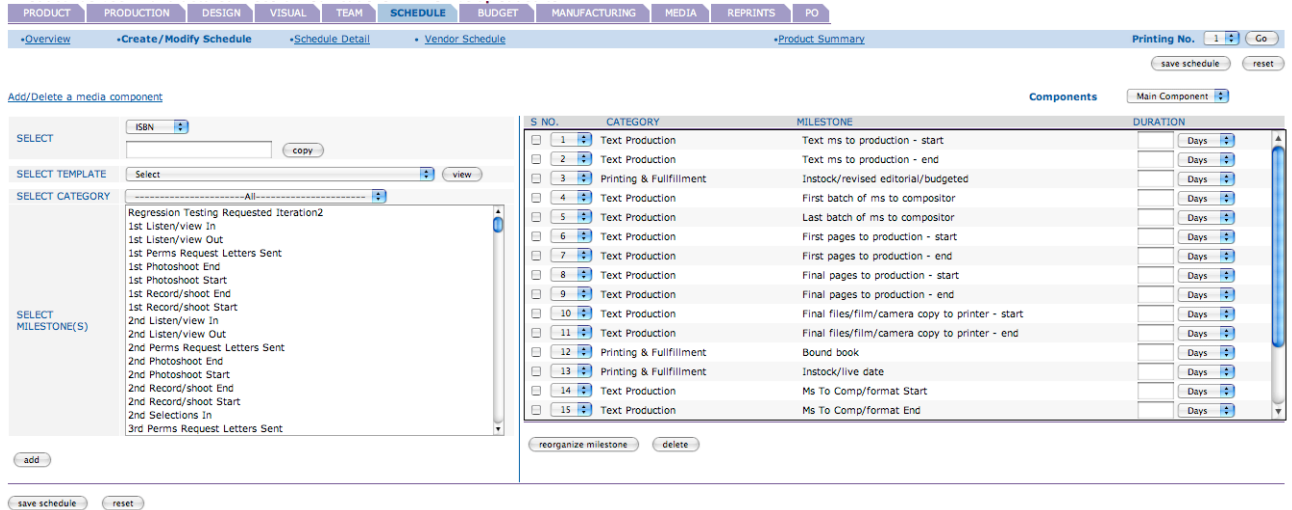
Step 5: Participate in Product Family Pre-Launch. Can notify **In-House Project Manager (PM)/Liaison** when Media is ready for their portion.

Step 6: The Media Project Manager collects bids from in-house developers and, or outside vendor and works with Media and Editorial Directors to determine developer and get budget and schedule approved (update PIMS schedule).

Step 7: Based on type of launch required, MPM physically or virtually launches product.

Step 8: Project information is collected from team (content origin, etc) at Project Family Parent Title Launch.

Step 9: PIMS dates are updated



Step 10: Launch notes distributed to team for specific media product.

Step 11: Vendor purchase orders are processed

Step 12: RTP is routed for signature.

Suggested Metadata for PO: A break down of budget information will include a breakdown of the costs per task and total costs per product developed:

- Convert Pages to .swf format
- Project Management
- Hyperlink of elements on printed page
- Hyperlink via new icons added to page
- Program Glossary
- Program Index and TOC
- Banner and Skin
- Programming and Data Parsing
- Programming for Accessibility
- CD/DVD or Web Version
- Full Text Search
- SMS Integration
- Use of Highlighting text
- Notes
- Alternate Menus
- QA costs

Step 13: Media Project Manger works with developer to provide all schedule and budget information needed (6-8 weeks from final content to Gold).

Step 14: A breakdown of schedule information will include the following with scheduled dates and milestones:

- Product Launch
- Date for PDF page content delivered from Comp to developer
All content in final form to developer
- Demo date if necessary
- Alpha Programming start and finish dates
- Beta Programming start and finish dates
- Functional and Regression testing dates
- Production and Editorial Review
- Proofreading
- Product live date

Step 15: If the Flash eBook is a CD-ROM or DVD-ROM product, then the CMMB attends the Product Launch meeting. Manufacturing dates and costs are determined at the Product Launch meeting. Packaging choices and production dates are also determined at the product launch.

Step 16: Follow printed packaging procedures (SEE: Media Printed Packaging (ME5)).

Step 17: Follow QA-Testing procedures (SEE: Media GPM QA/Testing (ME6)).

Step 18: Follow close out procedures (SEE: Media Close Out (ME7)).

activeBook 3.0 Process

Definition/General Information/Overview

- The activeBook production generally begins with ETM content. (activeBooks can also be created from other content sources such as Quark, PDF, and LaTeX files)
 - ETM files are processed using XSL translation technology to parse the content into XHTML for entry into the activeBook database by Active Learning Technologies (ALT, a department of GPM).
 - Quark or PDF files are sent out to a 3rd party vendor for the XHTML file conversions.
- In the activeBook production process, content is inserted into the database at the object level, e.g., a paragraph, heading, figure, table, quiz, interactive item, end-of-chapter item, etc.

- The activeBook architecture knows and utilizes the semantic information about each object that is inserted into the database.
 - The semantic information is used in the rendering and styling of the objects for presentation via a web browser. In this manner content is stored separately from style but the activeBook architecture can intelligently use the semantic information to style the content for presentation. So, many of the stylistic treatments from the printed book can be rendered in the web version of the book. Parent content is closely adhered to if possible.
 - Book specific style sheets are also used to further increase the fidelity of the activeBook to the printed book.
 - The semantic information is also used to effect highlighting, note taking, and instructor commenting. That is, the activeBook architecture knows exactly which objects (and which types of objects) have been highlighted, annotated, or commented on. It can use this information in many ways, e.g., to present custom views of the content - such as a study guide.
- The activeBook architecture has many additional features which are integrated closely with the book content including diagnostic test capabilities, a quiz engine, a syllabus tool, discussion capability, jump to page, etc.

TASK: Editorial to Determine activeBook Specs

The Production Manager (ALT) will provide an activeBook questionnaire to editorial. Once the questionnaire is completed and returned to ALT and MPM, he will provide an estimated cost for the activeBook title. An activeBook may be distributed as:

- a standalone product
- part of a content plus strategy where the full eBook is delivered through a CMS such as:
 - OneKey courses (including OneKey PHGA)
 - WPS
 - Course Compass
 - Pegasus
 - Any other SMS SSO compliant platform
- a disaggregated eBook, where the eBook is delivered by A-head or B-head sections as hint or remediation links. The Toolbar and all navigation functionality are stripped away in this version.

If additional activeBook functionality is desired, the Technical Product Manager and activeBook Engineer will work with the Editorial Team to determine what is possible, the amount of engineering required, timeline and additional cost, if any.

TASK: Standard Flash or ActiveBook Production

Step 1: Evaluate Website Media Plan

Step 2: Review completed Product Specification Online Form and editorial’s Route to Production (RTP) form.

Step 3: If the product is for use on a website, no manufacturing is needed. If product is for use on a CD or DVD, then manufacturing and packaging dates and production costs are determined as part of the budget and schedule process.

Step 4: Verify/confirm that budget (latest BP) in PIMS and on RTP accommodates MPM foreseeable costs.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
<ul style="list-style-type: none"> Overview Create/Modify Budget Budget Details Product Level Info Group Level Info Budget Estimates 										
PLANT BUDGET:										
PPS:	26200.00				LATEST BUDGET		54082.00			
PPS(REV):					LATEST ESTIMATE					
BP 1:	32800.00									
BP 1 (REV):	54082.00									
ESTIMATED COST:										
LAUNCH (PS):	54082.00				ACTUAL COST:					
REVISED (PS):	43408.02				COMMITTED:		21223.04			
CCE:	43408.05				YEAR TO DATE ACTUAL:		35537.56			
PROJECTED FISCAL PLANT SPEND										
COPYRIGHT -3			COPYRIGHT -2				COPYRIGHT -1			
COPYRIGHT			COPYRIGHT +1				COPYRIGHT +2			
PREVIOUS ISBN DETAILS										
Prev ED. ISBN:			Prev ED. WIP:							
CALCULATED COST:										
LD per page:	0.00				PLANT COST PER PAGE:		160.96			
HT per page:	0.00				ACTUAL PAGE COUNT:		336			
TOTAL MANUFACTURING COST:										
					GRAND TOTAL:		11919.21		PER UNIT: 3.97	
FINAL QUANTITY:	3000.00		PRICE FORMULA:							
NET PRICE:	60.00		LIST PRICE:		80.00				SAP ION:	
BUDGET COMMENTS:										
per emily at carlisle the alterations are at 37.7 % due to author revisions. CP										

Step 5: Participate in Product Family Pre-Launch. Media can notify **In-House PM/Liaison** when Media is ready for their portion.

Step 6: Based on type of media launch required, MPM physically or virtually launches product and follows Core Media Project Management Procedures.

Step 7: Project information is collected from team, updated within PIMS, Launch notes distributed to team, The MPM collects estimate from ALT, purchase orders are processed (SEE: PO Creation (OS3)) and RTP is routed for signature (SEE: RTP Form Routing (PM6)).

TASK: Submit Content to ALT

Step 1: The MPM submits final book files (ETM, Quark, PDFs, images, additional content, etc) to the Production Coordinator (ALT) for production to begin. (Batching files is also acceptable and the production coordinator can provide a detailed production schedule.)

NOTE: activeBooks have relatively standardized layouts. However, design elements may be customized via CSS, including hangers, pop-ups, etc. from the book design. ALT manages this task

Step 2: Editorial adds the activeBook project into SMS Project Workplace and provides the activeBook module id, and test access codes to the ALT Production Coordinator.

Step 3: Upon completion of the activeBook production, ALT submits the activeBook to QA by GPM, and then submits to GPM for functional testing (1 week turnaround). Upon receipt of testing results, any necessary fixes are made by ALT, the activeBook is published and then access is tested with test access codes by GPM and MPM.

TASK: Standard Plant Costs and account codes

Development: \$3-5,000 for a relatively flat activeBook to \$15,000+ for extremely complex titles. Midrange is \$8-10,000.

Production: EMM \$120 (based on 3 hours) (462730)

TASK: Standard Schedule

Coordination: 1-2 weeks

Development: 8-12 weeks from receipt of files

Manufacturing: see Access Code Cards*.