

23c-Media Flashcards (ME9c)

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

In Media, flashcards are defined as components that reside in other media products. They are interactive web applications usually constructed in macromedia flash that are a representation of the quick study flashcards many students use to memorize material. The flashcards are included in many online supplement and course management products. Sometimes, they are part of a physical media product delivered on CD-ROM or DVD. Typically, they are presented as an interactive module within a web browser. Some CD-ROMs and DVDs incorporate the flashcards as an added asset into their application shell.

Flashcards can have two levels of hierarchy:

- 1) Flashcards are organized in sections that typically correspond to number of chapters in the printed book.
- 2) If requested, each chapter can contain sub-sections of content as needed.

Currently, we use two varieties of flashcards: Standard and Custom.

Standard Flashcards

Standard Flashcards come in three varieties and can contain any permutations of the following:

- Term/definition
(http://dev.prenhall.com/divisions/hss/app/amberdigital/flashcard_sets/wright10e/index4.html)

Vendor Engine: Amberdigital (<http://www.amberdigital.com>)

- Description: These contain multiple term and definition cards. These work much like traditional flashcards that students make themselves. Our flashcard engines allow a user to compile the terms that they have mastered in an area for later review and self-assessment quizzing. Typically, flashcards are divided up into sections such as chapters. Sections can correlate to chapters, parts, or sections of a parent supplement or book.

- Term/definition/audio
(http://media.pearsoncmg.com/ph/wl/ml_zayas_arriba_5/flashcards/index1a.html)

Vendor Engine: Amberdigital (<http://www.amberdigital.com>)

- Description: These contain the basic functionality of term/definition plus the additional layer of audio pronunciation. An "audio" button is placed near each flashcard that allows the user to listen to a narration of the term or definition.

- Term/definition/image
(http://media.pearsoncmg.com/ph/hss/shared_hss_assets/art/stokstad_sales/pages/arhistory/)

- Vendor Engine: Pressman Productions (<http://www.pressman-productions.com/>)

- Description: These contain the basic functionality of term/definition flashcards plus the additional functionality to use an image as the term or definition.

Current Flashcard Vendors

- Amberdigital (<http://www.amberdigital.com>)
- Pressman Productions (<http://www.pressman-productions.com/>)

Both flashcard vendors are able to produce the "Standard" type flashcards.

Custom Flashcards

Flashcard applications can be customized to meet the needs of the market. If you have additional functionality you want to add or if you want to mix the entire standard sub-set functionality (e.g., create a term/audio/image flashcard set); the current existing flashcard engines can be customized to meet these needs. Any request for flashcards that fall outside of the "Standard Flashcard" subset should be discussed at the parent supplement pre-launch attended by the Media Project Manager (MPM) and possibly the Advanced Media Project Manager (AMPM). Customization will likely incur extra time and cost based on the extent and complexity of the modifications.

TASK: Editorial Submits All Required Deliverables to Production

Step 1: Media Plan and Product Specifications Form

A typical outline of content would contain the following information:

1. Type of flashcards (standard or custom?)
2. Number of chapters?
3. Will there be audio?
4. Will there be images?
5. Where are flashcards going to reside?
6. What or How many products will use them?

Ask your MPM if you are unsure how to document this information.

Step 2: Content: Editorial creates an excel document containing a columned list of all the text, images, and audio content that will go in the flashcards. Media Production can supply you with a preformatted Microsoft excel template to enter your content into. For the most part, this document should contain a list of terms/ definitions/images/audio. Each flash "card" should be represented as a single line (row) in Excel. Chapter titles and sub-section titles should take up one full line in the order they appear amongst the content. For flashcard modules that contain audio, you must include a column that contains a unique number, usually in sequential order for each card. For flashcards modules that contain images, you should include the filename of the image in a separate column. These columns will be used by the vendor to correlate the audio or image file to the proper term.

Step 3: Additional Assets: Editorial gathers all audio and video assets required for the flashcards.

Audio:

- Unedited (raw) audio:
Editorial supplies unedited audio on CD-ROM/DVD and must be a non-compressed file format. Listed below are recommended formats:
 - Audio CD (playable in CD player).
 - .aiff files (raw files)
 - .wav files (raw files)
 - .mp3 files (notify your MPM if your source files are mp3.)If you have questions regarding the format of your source audio, contact your MPM.

- Pre edited audio:
Editorial does not need to supply pre-edited audio. If they want to supply edited audio, audio must be edited to match the individual items listed in the excel content document. Refer to the following for specifications:
 - MP3 (.mp3) file format.
 - 128 kbps - mono

- Naming Conventions: In order to match the individual audio file(s) to the term/definition(s), you must use some form of numbering system to correlate the audio with the term/definition in the excel document. The recommendation is to utilize simple numbers. When naming the actual files, make sure the file's name includes an extension (e.g., 1-hola.mp3, 34-hat.mp3).

| | A | B | C | D | E |
|----|--|----------------|-------------|------------|-------|
| 1 | TERM | DEFINITION | AUDIO(term) | AUDIO(def) | IMAGE |
| 2 | Book: Arriba Se CW | | | | |
| 3 | Chapter 1: Hola, ¿qué tal? Primera Parte | | | | |
| 4 | Section: Saludos y despedidas | | | | |
| 5 | el/la estudiante | student | | 1 | |
| 6 | el profesor / la profesora | professor | | 2 | |
| 7 | Section: Saludos | | | | |
| 8 | Buenos días | Good morning | | 3 | |
| 9 | Buenas tardes | Good afternoon | | 4 | |
| 10 | | | | | |
| 11 | | | | | |

Pricing: Refer to Media Consolidation audio conversion standard pricing (TBD).

Image:

- Uncompressed Images:
Editorial must make sure that uncompressed source images contain all of the necessary fonts and image resources for use in compression. Incomplete book archives will delay the schedule, as they will need to be retrieved. It should also be noted that production's task of compressing image files will also add to the schedule and budget for this component.
- Compressed Images:
Editorial does not need to supply compressed/web ready images. If Editorial wants to supply web-ready images, follow the following specifications:
 - JPEG
 - 72 dpi (dots per inch)
 - Resolution should be less than 400 height x 400 width. (Refer to JPEG Procedures and Specifications)

TASK: Standard Flashcard Production

Step 1: Create Purchase Order using Media Project Management PO.

Step 2: Only upon receipt of the following can production begin:

- o RTP of main media product
- o .xls content document(s)
- o All additional audio and image assets (pre-edited or not).

Step 3: Flashcard Engine: The MPM sends the .xls content document to a selected flashcard vendor. Vendors are chosen according to requested specifications. If the flashcards contain audio or images, the MPM sends the content to the flashcard vendor. If so, skip to step 5.

Step 4: Audio: These files are sent to an audio production vendor or in-house production to edit according to the .xls content document. The MPM negotiates a budget and schedule for the turnover and completion of the audio content. Additionally, the audio editing vendor should be placed in contact with the Flashcard vendor to make sure their respective pieces work together. The MPM should facilitate this contact. Compressed, edited audio files should be delivered to the flashcard vendor via Pearson FTP supplied by MPM. (Best Practice)

Step 5: Images: These are sent to an image compression vendor. The MPM negotiates a budget and schedule for the turnover and completion of the images to be used.

Step 6: Alpha (first draft): Vendor completes alpha version of the flashcard engine and posts the files to a Pearson ftp site or to our dev.prenhall.com server. Vendor notifies MPM of completion and destination of files.

Step 7: Proofreading: MPM hires a proofreader to check the flashcards and creates a Purchase Order accordingly.

Step 8: QA Testing: Separate QA Testing is unnecessary since it will take place with the parent media supplement (CD or CW).

Step 9: Corrections: In-house MPM or AMPM can make content corrections to the database .xml files. The flashcard vendor or an in-house AMPM can make flashcard engine corrections. For the most part, simple content corrections should be attempted in-house to reduce costs. Flashcard engine corrections should be made by the flashcard vendor to maintain engine integrity.

Step 10: Final File Collection: A flashcard set can contain thousands of files. It is the responsibility of the MPM or AMPM to gather all these files in preparation to make them available for public view and for archiving. It is important to maintain the hierarchy of the files at the vendor delivery location. To accomplish this task, use an FTP program to download all the flashcard sets from the vendor's delivery location to your computer. "Zip" (.zip) compress the folder containing all the flashcard files. Note: you may need 3rd party zip compression software.

Step 11: Posting Final Files to Website: The MPM or AMPM are responsible for posting the final files to the following platforms:

WPS:

Upload the ".zip" file to the WPS volume's media library at the root level. (Best Practice)

Media Server (for use in WPS, OneKey, WebCt, BB, Course Compass, Pegasus, and other content management systems that link to the media server)

Upload the “.zip” file to the media server.

Delivering final files for use in CD-ROM or DVD: If the flashcards are going on a physical media product like CD-ROM or DVD, the MPM should deliver the files to the physical product vendor.

Production Costs

Costs vary on complexity of product. The ranges are:

- \$ 250 - \$XXX: standard flashcards (term/definition).
- \$XXX - \$XXX: editing and compressing audio files.
- \$XXX - \$XXX: editing and compressing image files.

NOTE: MPM are responsible for hiring the vendor; receiving their invoices; creating Purchase Orders; and routing them to appropriate management staff for signatures. (SEE: PO Creation (OS3))

Production Schedule

Schedule varies on complexity; type of product; and additional asset formatting. Generally, it takes 5-10 business days to complete a flashcard module once all pre-formatted content, such as audio and images have been delivered and are ready to use. The below chart summarizes the schedule for each step. Note: Some steps such as audio production, image production, and content creation can run concurrently.

Step 1: Schedule Summary

- Content creation (.xls file) – varied, from editorial.
- Audio Production – contact audio vendor for schedule.
- Image Production – contact image vendor for schedule.
- Flashcard creation – 5-10 business days *
- Proofreading – 1-2 weeks *
- Promotion Live – 3 days