

Preceded by: 9-Copyedit and Manuscript Tagging (PM8)

10-Line Art Process: Budget (AVPM2a)

Followed by: 11-Photo Program (AVPM3)

Why: In-house AV Art Management is needed for titles with complex art programs that fall outside of Full-Service Agency capabilities. AV Support includes detailed estimating of costs at list planning/budget stage, tracking of costs throughout production, managing studios.

Who: AV Project Manager or Full-Service Vendor

Skills Needed: Art/Design; Project Management

Knowledge Base Needed: Photoshop, Illustrator, Quark, Adobe Acrobat, VARC, FileMaker Pro, PIMS

TASK: Compile Budget Estimates in VARC

Step 1: When budget estimates are made, the AVPM will rarely have actual art manuscript in hand to base estimates on. For the most part, the AVPM must make estimates based on editorial conversations at the budget meetings and previous edition information. For previous edition information, the AVPM can retrieve the previous edition AV log, compiling numbers of figures, art categories, and revision rates.

If the previous edition AV log is not available, an AV log can be requested from PHHE Archiving. The AV log will be delivered in the PIMS/AVS system.

In addition, broad estimates can be made based on the archived previous edition art files and the previous edition Committed Costs in PIMS.

NOTE: Previous edition Committed Costs can be extracted from the MANUFACTURING> Committed Costs tab in PIMS.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
• Overview		• Detail		• Committed Cost			• PO		Printing No. 1 1 2 Go	
BOM ISBN:		Prev. Ed. ISBN:		Discipline:			EAN:		9780131119116	
Product Type:		Book		Fashion			Manufacturing Buyer		Cathleen	
							Priority:		B	
							Imprint(Src/Grp):		Prentice Hall	
ACCOUNT CODE :		462		PRINTING No			1			
VENDOR FIELD	PO NO.	SUB ACCOUNT CODE	PLANT CODE	DESC	COST	PO DUE DATE				
Integra Software Services, Ltd.	0410614157	541		Keyboarding/Data Entry (1-OS)	\$629.20	08/18/2005				
S4Carlisle	0410530770	562		Composition (1-OS)	\$4,628.80	01/07/2005				
Workflow Data Systems	0410777326	562		Composition (1-OS)	\$200.00	01/02/2007				
Laserwords Private Ltd.	0410816812	562		Composition (1-OS)	\$229.60	04/28/2007				
Fallsafe Media Co./Lake Zurich	0410796831	635		Hard Proof/Digital Test (1-OS)	\$66.00	04/13/2007				
R.R. Donnelley / Willard	0410796829	650		Stat/Film/Imposition (1-OS)	\$920.64	04/13/2007				
Phoenix Color Corp./Hagerstown	0410796830	651		Stat/Film/Imposition (E-OS)	\$156.10	03/30/2007				
R.R. Donnelley / Willard	0410796829	656		Plate/Die/Master (1-OS)	\$663.11	04/13/2007				
Phoenix Color Corp./Hagerstown	0410796830	657		Plate/Die (E-OS)	\$120.00	03/30/2007				
Fallsafe Media Co./Lake Zurich	0410763457	660		Mastering Costs	\$29.55	11/20/2006				
Leafstone	0410897909	715		Cost Accum Plant Archiving	\$22.54	11/28/2007				
Gustavo Fernandez	0410406397	721		Product Development/Preparation (1-OS)	\$37.50	11/03/2003				
Third Level Media	0410600427	721		Product Development/Preparation (1-OS)	\$8,000.00	08/12/2005				
Triple SSS Press Media Development,	0410344359	721		Product Development/Preparation (1-OS)	\$2,000.00	04/22/2003				
S4Carlisle	0410530770	731		Coordination (1-OS)	\$3,520.00	01/07/2005				

The cost centers that pertain to art production are the following:

- 462520 - In-house art production
- 462522 - Out of house art production
- 462532 - Author alterations—capped at 10% of 520 and/or 522 total estimates
- 462730 - In-house art project management
- 462731 - Out of house art project management

Step 2: Using VARC categorized pricing scales, estimate revision rate and compile quantities for all three production status categories (in this order):

1. New renderings
2. Pick up with modification
3. Pick up as is

Step 3: Estimate all art volume and category costs in VARC in order to produce an itemized estimate.

VARC defines nine categories of art, with pricing levels based on complexity:

- A. Modifications (21 levels)
- B. Charts and Graphs (9 levels)
- C. Diagrams (9 levels)
- D. Maps (3 levels)
- E. Mathematica (6 levels)
- F. Photo New (3 levels)
- E. Photo Realistic Illustrations (12 levels)
- H. Line Art and Situational (15 levels)
- I. 3D Anatomical & Molecular (18 levels)

All art categories and complexity levels are broken out further by the following four studio criteria:

- o Off Shore
- o In-House
- o Out of House
- o Specialty

Step 4: Use Prentice Hall Preferred Vendors whenever possible. Preferred vendors are listed in VARC; these vendors have agreed to Prentice Hall pricing scales. Use of an art studio outside the preferred vendor pool could increase costs; therefore, the cost of using non-preferred vendors must be reviewed against the budget. Notify the Acquisitions Editor (AE), **Senior Managing Editor (SME)**, and **Operations Specialist (OS)**, of budget overages; production work on art cannot begin until budget questions are resolved.

For visual examples of ALL art categories and a complete listing of preferred vendors, review the VARC GALLERY index at this link:

<http://phheproduction.pearsoned.com/> -> VARC

LATEST NEWS	PHHE LINKS	PEARSON SITES
<ul style="list-style-type: none">⊕ August Ice Cream Social⊕ September begins intensive review of all procedures by the director team. Some drafts are available here for reference.⊕ Committees are continually being formed, check for updates	<ul style="list-style-type: none">⊕ Staff Contact List⊕ PIMS⊕ PAL⊕ HEPM⊕ Radar⊕ Vendor/Invoice DB⊕ Plant Dashboard⊕ CHET ERAP⊕ ESM ERAP	<ul style="list-style-type: none">⊕ People Development⊕ Pearson Intranet⊕ Production Knowledge Base

To add a new studio to the Preferred Vendor pool, contact the Production Solutions group.

Step 5: Account for the following when budgeting:

- Creative Goals (for AAA first editions and major revises)
- Style sheet Creation (for A to AAA standard style revision)
- Project Management (scaled flat cost estimate for A to AAA art program complexity)
- Next edition art manuscript, when necessary (flat cost estimate)
- AV log creation (price per unit, estimate based upon art program figure totals)

Step 6: Input compiled art production and project management estimates in VARC.

NOTE: Estimated art counts should be entered into PIMS: VISUAL>Overview tab.

PHHE Production Procedures: 10-Line Art Process: Budget (AVPM2a)

Budget estimates should be entered into PIMS: BUDGET>Budget Details, Rev 2 (Launch (RTP) Estimate) column.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
<div style="display: flex; justify-content: space-between; align-items: center;"> • Overview • Create/Modify Budget • Budget Details • Product Level Info • Group Level Info • Budget Estimates Printing No. 1 <input type="button" value="Go"/> </div> <div style="display: flex; justify-content: center; margin-top: 5px;"> <input type="button" value="save"/> <input type="button" value="reset"/> <input type="button" value="new revision"/> <input type="button" value="lock budget"/> <input type="button" value="unlock budget"/> <input type="button" value="recalculate budget"/> <input type="button" value="print"/> </div>										
GL CODE	COST ITEM	REV.5	REV.4	REV.3	REV.2	REV.1				
	Use cost table for Copyright Year									
	Author Alteration Allowance									
	Prepared By					Joanne Riker				
	Last Modified Date					09/13/2007				
	Revision Type									
	Page Count					288				
	Art Count									
Development										
462545	OS Copy Editing/Linking						USD ▼			1014.00
462710	Production Media Supply (OS) (Plant Expense)						USD ▼			0.00
Coordination										
462730	IH Project Coordination						USD ▼			334.00
462731	OS Project Coordination						USD ▼			1404.00
Research										
462410	Text Research						USD ▼			0.00
462411	Image Research						USD ▼			0.00
Design										
462512	OS Design						USD ▼			300.00
462513	Design/Samples (E-OS)						USD ▼			0.00
462551	Design/Samples - Alteration (I-OS)						USD ▼			0.00
Art/Scans										
⊕ 462522	Image Creation (I-OS)						USD ▼			⊕ 0.00
⊕ 462532	Image Creation - Alteration (I-OS)						USD ▼			⊕ 0.00
Keyboard/Composition/Proofread										
462543	Proofread Printed/Electronic (I-OS)						USD ▼			858.00
462562	Composition (I-OS)						USD ▼			1898.00
462572	Composition - Alteration (I-OS)						USD ▼			600.00
Permissions										
462420	Text Perms.						USD ▼			0.00
462421	Image Perms.						USD ▼			0.00
462425	Image/Audio/Video Permission (E-OS)						USD ▼			185.00
Miscellaneous										
462511	Cover Design (IH)						USD ▼			153.00
462649	Download of Files & Return Chrgs						USD ▼			0.00
462740	Shipping & Postage						USD ▼			0.00
TOTAL:		0.00	0.00	0.00	0.00					6746.00