

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

## 10-Line Art Process: Launch (AVPM2b)

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:** *Audio Visual 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: Participate in the Product Family Pre-Launch**

The Product Family Pre-Launch is the official starting point of the development of the text and art program and all team members are requested to attend by the **In-House Project Manager (PM)/Liaison**.

**Step 1:** To prepare for the pre-launch, the AVPM will gather previous edition archives, previous edition style sheet, and a copy of the printed previous edition. Both the previous edition style sheet and text should be brought to the design launch for reference and for the acquisition editor and **AD** to review if necessary.

**Step 2:** At the pre-launch, the **AD** will lead the meeting discussion, turning over the art portion of the meeting to the AVPM to lead the discussion on the creative goals for the art program.

The AVPM will discuss the following and record for inclusion in the design document:

- Trim size, column dimensions, color separations, estimated page counts
- Art and photo counts, sizing and placement agenda
- Art specifications, fonts, sizing, spacing from previous edition
- Art approach, categorize art theme to evaluate if a new approach needs investigating
- Color palette, any possible marking for color on the ms

### **TASK: Creative Goals Development**

When the design launch originates with **Design Development Services**, the text product is either a first edition title, or a major revision of a AAA title, the art program frequently will require creative development of the art program. A development editor, service, or an internal resource, such as Production Solutions, can perform this development.

*NOTE:* The creative goals document is currently an exclusive service provided by the Production Solutions group.

If an outside studio is designated to handle the art development for a major title, they would provide initial samples followed by the first phase of style sheet development. The Creative Goals process is a bit different, and takes into account different concepts outside the style sheet realm, such as marketing strategies and competitive style comparisons which deviates from the standard style sheet development that the vendor would execute.

**Step 1:** The developer prepares a creative goals document. This document offers multiple approaches to the art program after careful evaluation of competitors and market needs and feedback on previous edition.

**Step 2:** Once the approach is approved, the AVPM will request samples of live figures from several studios. The AVPM provides sample manuscript, art direction, and a kill fee. In some cases, the developer may work directly with the studio to prepare samples.

**Step 3:** Samples are routed to the AVPM or developer for editorial approval.

**Step 4:** Once samples are approved, the studio is hired and creation of the art program begins. The AVPM manages the studio through completion, working with editorial and the authors to gain approvals.

### **TASK: Prepare the Art Style Sheet**

The art style sheet lists all specifications and shows samples of all types of art in an art program. The studio will use the art style sheet as the guideline for rendering art. All levels of art program require a style sheet. C level titles may use a standard style sheet.

For art programs that require creative development, the developer may prepare the art style sheet, coordinating with the AVPM and studio as needed.

For first editions or revisions that do not require creative development, the AVPM can have the assigned studio create the art style sheet.

**Step 1:** The AVPM selects representative figures from all categories of art making up the art program. Selections can be done with representative art manuscript (rep copy) or art files from the previous edition archive.

**Step 2:** The studio or developer prepares the art style sheet and routes it to the AVPM.

**Step 3:** The AVPM routes the style sheet for approval/sign off (PDF distribution is the preferred method):

- **Art Director (AD)**
- **Senior Managing Editor (SME) or Associate Managing Editor (AME)**
- **In-House PM/Liaison**
- Acquisition Editor (AE)

This routing can be expanded to include the Editor in Chief (EIC), the Design Director, the Development Editor (DE), and/or Marketing Manager (MM), as requested by the AE.

**Step 3:** All style sheet revisions should be handled by the assigned studio without exception, and is not final until all team members have approved.

**Step 4:** The AVPM may request seeing the design sample chapter to see how the line art is working with the rest of the design before finalizing the art style sheet.

**Step 5:** Once the style sheet is final, the AVPM or the FSV uploads the finished style sheet to PAL-Projects.