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

10-Line Art Process: Review/Wrap Up (AVPM2e)

Followed by: 11-Photo Program (AVPM3)

Why: In-house Audio Visual 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: Ensure Art File Integrity and Adherence to Art Style Sheet

As the first proofs of art become available (no later than the first two chapters), the Audio Visual Project Manager (AVPM) or Full Service Vendor (FSV) managing the art program should review the art files for proper construction and to ensure that the art style sheet is being followed consistently. It is important to do this review early on to identify problems that could delay production later in the process. As the art program proceeds, this review can become more random.

> *NOTE:* It is the responsibility of the studio or FSV to ensure the quality and consistency of every figure before sending to the author or Pearson for review.

For projects managed by the AVPM, all corrections should funnel through the AVPM. The AVPM can review the corrections to see if global changes are needed or corrective action needs to be taken in the case of a high percentage of errors. Again, it is critical to give feedback to the studio as early as possible to avoid more problems and delays later in production.

TASK: Production Wind Down

Step 1: As second and third pass corrections are posted and integrated into pages, the AVPM should confirm with the studio the target end date for art files to the compositor and files to printer date. As the end date approaches, there may be a need for quick corrections, so the studio/vendor needs to ensure they have resources to handle fast, accurate turnaround at that time.

Step 2: During this final correction phase, the AVPM should review all corrections and comments to make sure that everything is conveyed clearly during page/pdf routing.

Step 3: Final art proofs should be proofed to make sure that the corrections have been made.

TASK: Invoicing and Purchase Order Rectification

In most cases, the art studio will invoice for the art program when the files to printer date has been met. However, for titles with large art programs and lengthy production schedules, it is acceptable for the studio to invoice in three batches (two during production, and the final invoice upon meeting the files to printer date).

Step 1: The AVPM receives all invoicing for art programs they have managed.

> OPERATIONS: Invoicing for full-service projects will be done as part of the overall invoicing for the title, and the invoice will be sent to the attention of the **Operations Specialist (OS).**

Step 2: The AVPM verifies invoice(s) against the purchase order. If there are multiple invoices, the AVPM tracks against the purchase order over the course of invoicing. Note that if the cost estimate changed (and was approved) during the course of production, the original purchase order would have been amended to reflect the change in estimate. The final invoice should be checked against the amended purchase order in that case.

Currently, tracking and tallying can be done through VARC.

TASK: Remove AV Log from the Extranet

The AV Log is archived as part of the standard archiving process done by the compositor/full-service vendor. Once the archive has been received AND all media products have been completed, the AV Log can be removed from the extranet server. The AVPM or the PM should request removal from the extranet administrator.

TASK: Mark Project as Complete in VARC

Once files to printer date is met, close out the project in VARC by changing status to complete on the management tab.

TASK: Art Manuscript Creation for Next Edition

As part of the standard archive preparation, an art manuscript will be created in PDF format. The art manuscript will be uploaded into PAL-Projects for use by the author in preparing the next edition art program.

> *NOTE:* When the AVS system is available, new procedures will be distributed regarding legacy title import and art manuscript generation.