

Preceded by: 15-2<sup>nd</sup> Pass Pages (PM11)

## 16-Finalize Components (PM12)

Followed by: 17-Final Pass Pages (PM13)

**Why:** Review all covers and components for accuracy/completeness; ensure approvals

**Who:** In-house Project Manager/Liaison, Art Director

**Skills Needed:** Proofreading, Basic Production workflow

**Knowledge Base Needed:** Microsoft Word, Adobe Acrobat

### TASK Editorial Submits Materials for Covers/Endpapers

**Step 1:** The Acquisitions Editor (AE) initiates the cover process by filling out a “Cover Request Form” when the manuscript is submitted.

- For a cover being routed through **Central Design**, the AE should use the “Central Design Cover Request Form”, which should be submitted, along with the Back Cover Copy text (BCC) and any text or existing/found art that should print on the inside covers, to the In-House Project Manager (PM)/liaison.
- For covers being designed or managed by team-based **Art Directors (AD)**, the AE should use the “Design Department Cover Request Form”. The BCC and any text or existing/found art that should print on the inside covers should be turned over to the in-house PM/liaison.

**Step 2:** To request an image search, the AE prepares the IRC Cover Image Request Form and emails it directly to Karen Sanatar in the IRC, copying the preassigned In-House PM/liaison. The form should indicate that the image file is sent directly to **Central Design** and that a .jpeg proof of the image to be sent to the In-House PM/liaison for reference.

*NOTE:* The **AD** may help the AE prepare the “Cover Image Request Form”. (SEE: Cover Design Production (DS5)).

**Step 3:** To submit endpapers (case cover books ONLY) the AE submits the endpaper copy to the In-house PM/liaison with the manuscript.

- For Central Design:
  - If/when it is determined by the In-House PM/liaison & **AD** that the Full Service Vendor (FSV) is best suited to execute components (such as endpapers, inside covers, tabs, etc.), the **AD** will provide any necessary design direction via the In-House PM/liaison. The In-House PM/liaison sends the endpaper copy to the Full Service Vendor Project Manager (FSVPM). The FSVPM manages the production of the endpapers and sends them to the **AD**. **AD** will review and route to In-House PM/liaison and **OPS**, work with the vendor for corrections, review final PDF (ruled & measured); collect application files from vendor to ensure proper project close-out; and sends final files to printer with necessary documentation.

- Team-Based Covers:
  - The In-house PM/liaison sends the endpaper copy to the **AD** or the Design Development **AD**.
  - The **AD** or Design Development **AD** manages the design/production of the endpapers.

*NOTE:* The PM & AD can chose the comp to execute, AD still manages dates but working through In-house PM/liaison or FSVPM.

### **TASK: Editorial Submits Materials for Inserts**

Steps for submitting materials for design, routing of proofs, and approval process applies to all print components, such as inserts or marketing walkthroughs. The In-house PM/liaison manages the insert process from manuscript through finished product, either through the **AD** or the FSVPM, depending on the insert. Insert materials should come to production as part of the manuscript turnover.

**Step 1:** The AE submits final copy for inserts (for some inserts, after marketing has reviewed and approved) along with detailed direction for layout and image research. In some cases, the AE may provide images for use in the insert or suggest picking up images used on the interior of the book.

**Step 2:** The In-house PM/liaison edits and proofreads all copy prior to giving to the team **AD** or FSV to design (for simple inserts). The In-house PM/liaison and the **AD** should make the determination whether the FSV can design the insert.

**Step 3:** The **AD** may set up a design meeting, particularly for complex inserts, such as gatefolds or marketing walkthroughs that might include development and/or marketing. The In-house PM/liaison will advise on who should attend this meeting and receive the design for routing.

**Step 4:** The **AD** routes design proofs In-house PM/liaison and AE, at minimum, and additional team members (DE, EIC, Marketing) as requested by the In-house PM/liaison.

**Step 5:** The In-house PM/liaison proofreads all copy on the design mechanical and confirms placement of images.

**Step 6:** The In-house PM/liaison checks printer proofs (softproof or hard copy) against the final approved mechanical. The only changes permitted at this stage are printer errors. Approval of the **Senior Managing Editor (SME)** is required to make editorial changes to the printer's proof.

**Step 7:** The In-house PM/liaison inputs schedule information in PIMS.

**TASK: Review and Prepare Materials for Central Design**

**Step 1:** The In-house PM/liaison reviews the “Central Design Cover Request Form” and confirms the title, ISBN, and other data provided by the AE.

**Step 2:** The In-house PM/liaison fills in missing data such as contact information, printer and bindery selections, and schedule information from PIMS.

**Step 3:** The In-house PM/liaison copyedits and proofreads the BCC and inside cover copy.

**Step 4:** The In-house PM/liaison e-mails the BCC and inside cover copy to the **Manager of Central Design Services** and provides a copy of the “Central Design Cover Request Form”, copyedited BCC, and a copy of the “Cover Image Request Form.”

**Step 5:** The In-house PM/liaison sends “Cover Image Request Form” to the IRC Cover Image Research Manager: karen\_sanatar@prenhall.com.

*NOTE:* “Requestor” on the form should be “Central Design.”

**Step 6:** **Central Design** creates two front cover designs and routes for approval via E-RAP (order of routing per “Central Design Cover Request Form”, but In-house PM/liaison is always last so he/she can review and make sure that all corrections are clearly marked for the Central Design Manager).

*NOTE:* If an author has cover approval, it is the responsibility of the AE to secure that approval (usually by sending the PDF via e-mail).

**Step 7:** As soon as it is available, the In-house PM/liaison e-mails the final page count to Central Design and the Operations Specialist (OS). The OS should respond using “reply all” to alert the **AD** and the In-house PM/Liaison of the bulk.

- Central Design creates the cover mechanical once final page count and bulk are received.

**Step 8:** Central Design routes the cover mechanical (E-Rap/PDF preferred method).

**Step 9:** In-house PM/liaison proofreads the cover mechanical using a Design-supplied checklist; routes it to Editorial, Marketing, the SME, and any other parties as established at the launch meeting; then returns it to Central Design.

- Proof stage includes both outside and inside covers.
- The In-house PM/liaison must alert Central Design immediately if the final page count changes.
- If text changes radically, check the BCC to ensure that it reflects the changes in content when reviewing the mechanical.

**Step 10:** Central Design makes any corrections or changes and sends a revised mechanical to the In-house PM/liaison for approval. Once the revised mechanical is approved by the In-house PM/liaison, the Manager of Central Design will send the mechanical to the printer.

**Step 11:** Central Design will send a printer's proof (soft ONLY) to the In-house PM/liaison for final approval.

- The In-house PM/liaison (and for some titles, the **SME** checks the printer's proof against the approved mechanical and returns the proof to Central Design with corrections or final approval.
- Corrections at this stage are limited to printer errors. The In-house PM/liaison must have the **SME's** and **OS** approval to make any other changes to the printer's proof, as changes at this stage are costly and could jeopardize the schedule.
- The In-house PM/liaison does not route the printer's proof to Editorial.

**TASK: Review and Prepare Materials for Team-Based Covers**

Immediately after the launch meeting, the In-house PM/liaison turns over the cover materials to the **AD**.

**Step 1:** The In-house PM/Liaison reviews the "Design Department Cover Request Form" and confirms the title, ISBN, and other data provided by the AE.

**Step 2:** The In-house PM/liaison fills in missing data such as contact information, printer and bindery selections, and schedule information.

**Step 3:** The In-house PM/liaison copyedits and proofreads the BCC and inside cover copy. Ensure that both the editor and marketing manager also have approved the copy before sending.

**Step 4:** The In-house PM/liaison e-mails the "Design Department Cover Request Form", BCC, and inside cover copy to the team-based **AD**.

**Step 5:** Image Research can be conducted in a number of ways (SEE: Cover Design Production: Central Design (DS5c)).

**Step 6:** The **AD** is responsible for getting Editorial approval of the cover concept (routing by ERAP/PDF), but the In-house PM/liaison should be included in proof routing to indicate any typographical errors early in the process.

**Step 7:** The In-house PM/liaison provides the **AD** and **OS** with the final page count as soon as one is available.

**Step 8:** The **AD** routes the cover mechanical, along with any related components such as endpapers, inserts, or walkthroughs via ERAP/PDF.

*NOTE:* The In-house PM/liaison is always first and last on the routing.

**Step 9:** The In-house PM/liaison proofreads the cover mechanical and components at the start of the routing, and reviews all comments/queries at the end of the routing before returning to **AD**.

If text changes radically, check the BCC to ensure that it reflects the changes in content.

- The In-house PM/liaison must alert the **AD** immediately via email if the final page count changes.
- The proofing process repeats until the cover mechanical is approved (2 rounds).
- The In-house PM/liaison ensures that all corrections and changes are implemented before approving the final mechanical for the **AD**.

**Step 10:** The **AD** prints a printer's soft proof and routes ONLY to the In-house PM/liaison and **OS**.

- The In-house PM/liaison (and for some titles, the **SME**) checks the printer's proof against the approved mechanical and returns the proof to the **AD** with corrections or final approval.
- Corrections at this stage are limited to printer errors. The In-house PM/liaison must have the **SME** and **OS** approval to make any other changes to the printer's proof, as changes at this stage are costly and could jeopardize the schedule.
- The In-house PM/liaison does not route the printer's proof to Editorial.