

Preceded by: 5-Manuscript Turnover from Editorial (PM3)

6-Production Launch (PM4)

Followed by: 7-Formal Author Contact with Schedule and Plan (PM5)

Why: To confirm and complete schedule, budget, and full production plan for a product or family of products.

Who: Project Manager (either in-house or Full Service Vendor), Operations Specialist, In-house Production Liaison (if applicable); Managing Editor, Acquisitions Editor, Marketing Manager, Art Director and/or Designer (if applicable).

Skills Needed: Manuscript analysis; production steps; production scheduling.

Knowledge Base Needed: PIMS

TASK: Prelaunch - Build Preliminary Schedule & Request Cast-Off/Estimate

Step 1: In-House Project Manager (PM)/ Liaison should work with **Operations Specialist (OS)** to get files to printer date. The Full-Service Vendor Project Manager (FSVPM) is then asked to work up a schedule based on the files to printer and required instock dates. The In-House PM/Liaison should work up the schedule for any titles managed hands-on in house.

PH HIGHER Ed STATUS

DATE:

AUTHOR: Fernandez

TITLE: Illustration for the Fashion Designer

EDITION: 1

ISBN: 0131129117

Overall Comments:

TEAM

FSA Contact:

PH PM/Buyer:

PH Production Editor:

PH Managing Editor:

DATES

Most current Disk to printer: 03/01/2007

CIP Complete:

Perma Complete:

RIP Test to Printer:

PAGE COUNT

Printing No.

Pink Sheet:

Estimated:

Actual:

	LAUNCH	REVISED	ACTUAL	BUDGET STATUS
BUDGET				
Ms received in production Start	05/01/2006	03/01/2006	06/15/2006	<input type="text"/>
Ms received in production End	05/01/2006	03/01/2006	06/15/2006	<input type="text"/>
Materials to PM				
Manuscript to FSA				
Bids due from FSA				
Castoff/Estimate due				
Launch Meeting/Launch Memo completed			10/13/2006	
Pink Sheet to PM/Buyer for Costs				
Pink Sheet Budget circulated				
Pink Sheet Budget approved				
Final Budget/RSP Form circulated				
P&B Request due PM/Buyer				
COVER				COVER STATUS
Front & back cover copy due design				<input type="text"/>
Mechanical due				
Mechanical approved				
First Cover files due printer				
Last Cover files due printer				
Cover printer proof due PH				
Cover printer proof approved				
Covers due bindery				
DESIGN AND SAMPLE PAGES				DESIGN AND SAMPLE PAGES STATUS
Design layouts due PH				<input type="text"/>
Design Concept approved				
F/EM design due				
Sample pages due PH				
Sample pages approved				
TEXT				TEXT STATUS
Start ms/disks due copyeditor				<input type="text"/>
End ms/disks due copyeditor				
Start copyedited ms due author				
End copyedited ms due author				



Step 2: Prior to the launch update Schedule in PIMS. On Schedule tab, Planned column, fill in key production dates:

- MS to Comp, Start and End
- Paging Dates, Start and End (First, Second, Final as needed);
- Files to Printer, Start and End;
- Bound Book Date; (entered by **OS**)
- Instock Date (entered by **OS**)

In-house Production Liaison or Project Manager updates PIMS with full schedule dates when provided by FSV PM.

Step 3: Manuscript and design is sent to compositor with a formal request for a cast-off and estimate.

TASK: Prelaunch - Communicate with Author for FSV Projects

Step 1: For an FSV project, the In-house Production Liaison should send a brief note to the author informing him that the project will be handled by a FSV, with the agency’s contact information, (See “Author FSV Info Letter”.)

TASK: Prelaunch - Determine Type of Launch Meeting Needed

Step 1: PM reviews the manuscript and paperwork to make sure the Acquisitions Editor (AE) has clearly and completely described the production and schedule requirements.

Step 2: Criteria

***Formal Launch Meeting:** A Formal Launch will be held for the following:

- ∞ All A-AAA, B titles;
- ∞ Any C titles whose plant budget exceeds \$50,000;
- ∞ Any title for which the manuscript is incomplete;
- ∞ All First Edition parent titles.

The parameters of a Formal Launch are described below.

***Virtual Launch Meeting:** A Virtual Launch will be held for the following:

Any C parent title (domestic sales < \$100,000) that meets all of the following criteria:

- Is not a First Edition;
- whose approved plant budget is less than \$50,000;
- Is 100% complete upon release of manuscript to production;
- whose expected instock date conforms with standard 6–8 month schedule; whose RTP form is complete and approved.

Any print supplement, CourseSmart or TestGen that meets all of the following criteria:

- Approved plant budget is less than \$10,000 (for CourseSmart) and \$<5,000 for all other supplements;
- Production plan is clear and complete;
- RTP form is complete.

The parameters of the Virtual Launch are defined, below. If any of these criteria are not met, then a formal launch should be undertaken.

TASK: Prelaunch - Complete Launch Notes in PIMS

Step 1: In-house PM/Liaison fills out “Launch Notes” in PIMS, using the text/art manuscript and associated production paperwork for reference.

Step 2: For full-service projects, In-house Liaison sends copy (PDF) of completed “Launch Notes” to FSV PM for review and confirmation.

*NOTE: **Art Directors (AD)** will supply all line items not currently available in PIMS PHHE Status Report in an email to In-house PM/Liaison for reference.*

TASK: The Formal Launch Meeting

Step 1: In-house PM/Liaison has already developed a draft production schedule (see above). PM or In-house Liaison enters the dates in the appropriate fields of the PHHE Status Report in PIMS, up to but not including the files-to-printer date (which is owned by the **OS**).

Step 2: Schedule the launch meeting via Entourage Calendar. Include a PDF of the preliminary “Launch Notes” as an attachment to the meeting invitation. The attendees are:

- In-house PM/Liaison (required)
- Senior Managing Editor (SME) (at SME’s discretion)
- Associate Managing Editor (AME) (at AME’s discretion)
- Acquisitions Editor (AE)(required)
- Editorial Project Manager (EPM) (required if there is one)
- Development Editor (DE) (if there is one)
- **Operations Specialist (OS) (required)**
- **Art Director (AD)**
- **AV Project Manager (AVPM)**
- **Media Project Manager (MPM)**

Project Manager brings to launch:

- Preliminary “Launch Notes”
- Previous edition
- Representative manuscript
- Preliminary schedule
- “RTP Form”
- Copy of “Author Contract”

Step 3: The FSVPM conducts the launch meeting for full-service projects via conference call. The In-house PM/Liaison conducts the launch meeting for any projects managed in-house. The “Launch Notes” are followed providing structure to the launch topics. The Launch Notes are the Agenda for the launch, and should be used to ensure appropriate time is allotted to all topics, and to allow some launch participants to leave the launch once their portion is addressed (Media & Design, for example).

Topics are:

- Confirmation of specifications, production plan, budget, and all supplement products
- Identify unclear project requirements.
- Establish dates for delivery of outstanding material and identification of individuals responsible for delivery.
- Confirmation of overall schedule including instock date, archived files, and availability of files for production and expected production path (print-ready vs. production needed) of supplementary and derivative products.
- Identification of full supplement list, and of origination of all supplement content. If supplement content originates in parent text, milestones for turnover of that content are identified
- Identification of what to deliver at project conclusion
- If media is packaged with the book, the Media Project Manager will conduct that portion of the meeting

NOTE: For FSV titles, only Files to Printer and Instock dates are supplied in PIMS. FSV Liaison then develops schedule to be reviewed at launch. FSV enters all other dates into PIMS via PIMS extranet access.

TASK: Paperwork Follow-Up After the Launch

Step 1: PM makes PDFs of the final “Launch Notes” and the “Schedule”. The PM e-mails both documents to all parties listed on the Launch Notes distribution list, including but not limited to:

- EIC
- AE
- DE/Associate Developmental Editor (ADE)
- Marketing Manager (MM)
- SME or AME
- **Senior Operations Supervisor (SOS)**
- **OS**
- **AD**
- **AVPM**
- **MPM**

Step 2: In-house PM/Liaison sends formal introductory letter with full schedule, including the milestones for copyedit review and page proof review, to the author on internal projects. The FSVPM does the same for full-service titles. This can be in **e-mail**, and should be followed up by a phone call.

Step 3: In house PM/Liaison enters date of launch into Actual Launch Date field in PIMS, enters Edition Type into Production Manuscript Comments field, and changes Production Status in PIMS from “Pending” to “Scheduled” (See: [HIP Edition Type List](#) below).

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO	
• Manuscript		• Format/Archive									
Save reset											
PRODUCTION: show/hide details											
PRODUCTION STATUS:	Complete	view history				BUDGET STATUS:	With Manufacturing for PMS	show/hide details			
MANUSCRIPT STATUS:	Complete					INTERIOR DESIGN STATUS:	Approved				
EXTERIOR DESIGN STATUS:	Approved					PHOTO RESEARCH STATUS:	N/A				
TEXT PERMISSION STATUS:	Select					PHOTO PERMISSIONS STATUS:	N/A				
IMAGE LOG STATUS:	Select					FORMATTING STATUS:	Complete				
MANUFACTURING STATUS:	Select										
MANUSCRIPT:											
CONTRACTED LENGTH (WORDS):		LAUNCH Ms. PAGE COUNT:				352					
FINAL Ms. PAGE LENGTH:		NO. OF CHAPTERS:				10					
CHECKLIST ON HAND:	No	LIBRARY OF CONGRESS CARD:									
ART MANUSCRIPT CONDITION:	Fair	TEXT MANUSCRIPT CONDITION:				Fair					
MANUSCRIPT FORMAT:	MS Word										
COPY EDITING LAUNCH NOTES:											
COPY LAUNCH NOTES:		FRONT MATTER LAUNCH NOTES:									
BRIEF TOC:	no	REVIEWERS IN PREFACE:				yes					
PART OPENERS IN TOC:	no	LEVELS OF HEAD IN TOC:				Chapter					
AUTHOR SUBJECT INDEXES:	subject	COPYRIGHT NO.:				1					
INDEX PREP. BY:	Freelance Indexer	INDEX:									
PRIORITY:	8	INDEX NOTES:									
LATEST BOUND BOOK:	04/13/2007	COVER COPY TO DESIGN:				No					
ACTUAL PUBLISHED:	04/18/2007	LATEST IN STOCK DATE:				04/18/2007					
PAGE COUNTS:											
PREV. ED. PAGE COUNT:		CONTRACT LENGTH:					MAXIMUM LENGTH:				416
EDITORIAL PAGE COUNT (EST.):	352	EDITORIAL PAGE COUNT (REV.):					LAUNCH PAGE COUNT:				352
REVISED PAGE COUNT:	336	ACTUAL PAGE COUNT:				336					
EDITORIAL PLANT COST SPECIFICATIONS											
NUM. COLOR LINE DRAWINGS		NUM. B&W LINE DRAWINGS					NUM. B&W HALFTONES				
NUM. COLOR PHOTOGRAPHS											
PRODUCTION MANUSCRIPT COMMENTS: Index Prep By :freelancer											
Save reset											

HIP Edition Type List (as of 12/07)

AB Assessment Book	IDVD Instructor's Resource Center on DVD
ACBD Activity Book for DVD	IRM Instructor's resource manual
ACBV Activity Book for Video	IWB Interactive Whiteboard
ACB Activity Book	LIC Licence
ACC Access Code Card	LM Lab Man
ACE Acetates	MAN Manual
AIE Annotated Instructor's Edition	MEB Methodology Book
ATL Atlas	NYT NY Times
AWS Author web site	OM On-line material
BB Big Books	OPK Online course pack (book / pin card)
BOX Boxed Media	OTH Other
CAS Audio Cassette	PB Practice Book
CDA Audio CD	PBNK Practice Book no key
CDAB Active Book CD	PBWK Practice Book with key
CDAP Active Plan CD	PCK Pack
CDAT Active Teach CD	PHB Phrase Book
CDC Class CD	PHCT Prentice Hall Test Manager
CDM Music CD	PHO Photocopiables
CDR CD-Rom	PIN Pin card
CDS Student CD	POD Podcast
CM Copy Master	POS Posters
CMS Course Management System	PP PowerPoints
CUS Custom publishing	PPW PowerPoints on the web
CRD Catalog Resource Download	PS Print and sell
CTB Computerized Test Bank	PT Practice tests
CWS Companion website (H&PE)	PTNK Practice tests no key
DIB Bilingual Dictionary	PTWK Practice tests with key
DIC Dictionary	REA Reader
DIM Mono Dictionary	REV Revision Material / York Notes
DPK Disk Pack	SB Student Book
DVD DVD	SDS Supplement download site
EBK e-Book (will include SafariX)	SE Student Edition
FLC Flashcards	SG Student (Study) Guide
GB Grammar Book	SKB Skills Book
GBNK Grammar Book no key	SL Slides
GBWK Grammar Book with key	SM Solutions Manual
HB Homework Book	SMW Solutions manual on the web
IE Instructor's Edition	SN Student Lecture Notebook
IM Instructor's (Solutions) Manual	SW StudyWizard
IMW Instructor's manual on the web	SR Student Resource / Support material
IMTB Instructor's manual / testbank	
ICD Instructor's Resource Center on CD	

SRNK Student Resource no key	TG TestGen
SRWK Student Resource with key	TRN Transparencies
TB Teachers Book	UG User Guide
TBNK Teachers Book no key	VAN Vango Notes
TBWK Teachers Book with key	VID Video
TBR Teachers Resource	VP Video Pack
TBP Teachers Pack	VG Video Guide
TES TestBank	WB Workbook
TE Teacher's Edition	WBNK Workbook no key
TF Test Item File Manual	WBWK Workbook with key
	WPS Web Publishing System Website

ALTERNATE TASK: The Virtual Launch Meeting

The Virtual Launch can be used for projects meeting the Criteria (above). The Launch can be said to “take place” when Step 3 (below) is complete.

PIMS

Step 1: In-house PM/Liaison has already developed a draft production schedule (see above). In-house PM/Liaison enters the dates in the appropriate fields of the “PHHE Status Report” in PIMS, up to but not including the files-to-printer date. The In-house PM/Liaison notifies the **OS** that the title will be launched by virtual launch when the schedule has been input.

NOTE: **OS** will review product specs and enter the Planned file-to-printer date and Planned Instock Date in PIMS.

Step 2: Complete “Launch Notes” in PIMS, using the text/art manuscript and associated production paperwork for reference.

For full-service projects, send copy of completed Launch Notes to vendor for review and confirmation.

Step 3: Distribute paperwork via e-mail (see above for Distribution List). Include: “Launch Notes,” “Production Schedule,” and formal contact with author, PIMS update.

PHHE Production Procedures: 6-Production Launch (PM4)

Step 4: In house PM/Liaison enters date of launch into Actual Launch Date field in PIMS, enters Edition Type into Production Manuscript Comments field (See: HIP Edition Type List), and changes Production Status in PIMS from “Pending” to “Scheduled”.

Product has been Manufactured. Record modifications will NOT be uploaded to PEAR.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
<div style="display: flex; justify-content: space-between; align-items: center;"> + Title Info + Market + Contract </div>										
<input type="button" value="save"/> <input type="button" value="reset"/>										
GROUP:	PH-HE				LATEST INSTOCK:	04/18/2007		LATEST BOUND BOOK:	04/13/2007	
DIVISION:	14004:CHET				ACTUAL PUBLISHED:	04/18/2007		ARCHIVED:	07/30/2007	
TEAM:	Career				IMPRINT:	Prentice Hall				
ISBN:	0131119117		Copyright Year:	2008		EAN:	9780131119116			
AUTHOR:	Fernandez edit author				EDITION:	1				
TITLE:	Illustration for the Fashion Designer:									
SOURCE ID:	Q-CHET				GROUP ID:	18- Fashion				
DISCIPLINE:	2325-Fashion				REGION:					
MARKET CATEGORY:	Select				CATEGORY:	4				
SERIES:	Select				LEVEL:	Select				
PRODUCTION STATUS:	Complete view history				ALERT:	GREEN - On Schedule				
PEAR ID:	000100010002231377				PRIORITY:	8				
PRODUCT SALEABLE:	Select				PREV ED. ISBN:			PREV ED. WIP:		
PRODUCT DESC:	Book				UOPS PRODUCT:	ILLUSTRATN FASHION DESGN				
PARENT/SUPPLEMENT:	Parent				PARENT ID:	000100010002231377				
BISAC CODE:	Select				DELIVERY SYS.:	Select				
PENDING S/W RELEASE:	Select				PRIVATE LABEL INDICATOR:					
					DATE CREATED:	07/10/2002				
show/hide details BOM ISBN show/hide details										
PRODUCT FAMILY										
DVD is to be packaged with the book. JS followed up with author on 10/10/06; 8-page color insert to be added. Author needs to choose some pieces from Color chapter and place nearest to that chapter.										
COMMENTS:										
Author to supply new cover art; JS followed up on 10/10/06. Author needs to supply Preface; JS followed up on 10/10/06. Finished CD received 11/1.										