

Editorial, Prepress & Typesetting Services

Editorial

The online editorial process is not complete without copyediting and proofreading. These processes are much the same for online documents and print media – checking for correctness (spelling, grammar, and punctuation), consistency of capitalization and other mechanics, accuracy of information, and completeness.

Sometimes extra attention is needed for your documents. In these instances we offer another pair of eyes, gaining a fresh perspective on your document. From spelling to punctuation and grammar, we make sure your document is as effective and accurate as possible.

We also provide high-level Quality Control services such as copyediting, proofreading, and fact and answer checking.

Editing literally means going through the manuscript word by word, working out what works and what doesn't. Usually the author is the last person to be aware of this as they are so submerged in their work they can't view it objectively. An editor can ask an author to revise a character, even cut a character, or change names

The editor will generally cut the manuscript back, but can sometimes ask that the text be 'plumped out'.

Process Flow of Editorial:

Reader Items Appear with reading tools linking to related internal external resources and browsing issues, with indexing BT OAI search engines, as well as Google etc.

Proof Reader Check and correct spellings, grammatical mistakes
Ensure the consistency and rectify hierarchy of headings and running heads.

Ensure consistency in typefaces throughout the document

Ensure the correct and consecutive numbering of various elements such as page number, chapter number, numbered lists, figures and equations.

Review extracts and other material such as poetry, quotations and excerpts of other works.

Verify table of contents with elements such as chapter numbers, titles and subtitles

Verify the appropriateness of in-text displays such as figures and pictures.

Key Solutions:

1. Overlooked typographical errors and misspellings
2. Improper handling of widows and orphans
3. Inconsistent layout

Benefits:

1. Reduced cost and time required to produce a first-class educational product
2. Content that can be easily repurposed for digital media and mobile electronic devices
3. Professional content development by seasoned educational subject matter experts.

Prepress

Prepress is the term used in the publishing industries for the processes and procedures that occur between the creation of a print layout and the final printing. The prepress procedure includes the manufacture of a printing plate, image carrier or form, ready for mounting on a printing press, as well as the adjustment of images and texts or the creation of a high-quality print file.

Some of the Prepress Services:

- ❖ Typesetting
- ❖ Copy-editing
- ❖ Markup
- ❖ Proofreading
- ❖ Screening

Advantages of Allzone in prepress services:

A fully digital workflow that works with your system

Real-time support through the web

Our ability to focus on growing your business rather than cumbersome day-to-day operational issues

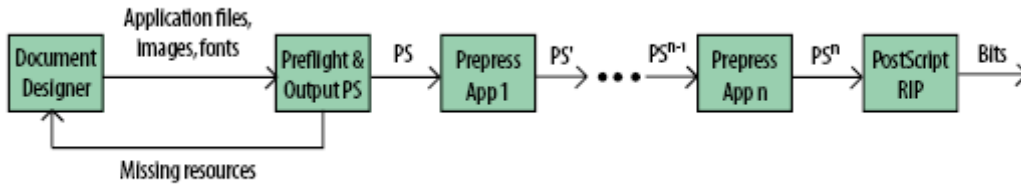
How will print publishing customers use this functionality?

One way in which many service bureaus are using PDF is to build predictable PostScript language files to either print directly or put through a prepress workflow. When an application file enters their shop, they use the authoring application to output it to the PostScript language, convert it to PDF using the Acrobat Distiller 3.0, view it as a soft proof, and then output to the PostScript language using Acrobat Exchange 3.0. What results is a reliable PostScript file ready to be RIPed or processed by a prepress application. This process is particularly helpful when PostScript files are received for printing and the driver used in the creation of the file does not match the device configuration of the final output device. The process of going to PDF and then back to PostScript technology enables the service bureau to better control the creation of the PostScript language file.

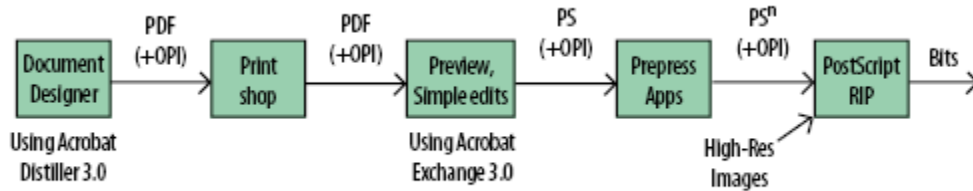
As more users become familiar with the benefits of Acrobat and more applications support Acrobat, production printers will standardize on PDF as the delivery mechanism for documents headed for print. They will request PDF files from their customers instead of asking for the authoring application format or PostScript files. Some of the benefits of using PDF files for document delivery (for both the document creator and prepress/printer) are:

- Small file size (PDF files use industry-standard compression algorithms and are often significantly smaller than the equivalent PostScript language file or application file).
- Fonts, images, and graphics are contained within the document, streamlining electronic transmission and preflighting.
- PDF files are independent of the platform, operating system, and authoring application, and are viewable on-screen in Macintosh, Windows, and UNIX environments.
- One consistent, predictable, reliable format can be used for all documents.
- Late-stage text edits can be made before going to print.
- PDF files are ideal for archiving and retrieval.

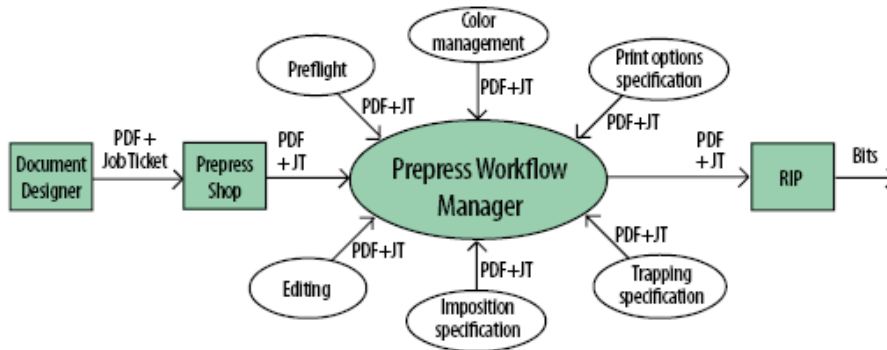
Here's a typical scenario of using PDF for document delivery that can be used today: a graphic designer creates a document in a page layout program, includes the FPO (for placement only) images received from the print shop (which they scanned from photos), and then outputs the document to a PDF file. Any printing control features specified in the authoring application are maintained. OPI comments specified in the PostScript file are included in the PDF file so high-resolution images can be added back into the file before going to press. The (small) PDF file is then transmitted to the print shop, reducing the time and effort it takes to transfer. When the PDF file is received at the print shop, initial preflight is streamlined because all of the components are in one neat package and viewable on-screen. Any last-minute text edits are made. The document is generally output to a PostScript language file at this stage, maintaining the print controls originally specified in the authoring application. It is routed through a prepress workflow, high-resolution images that remained at the print shop are replaced in the file, and then it is output to final print.



Typical Prepress Workflow Based on Adobe PostScript



Today's Prepress Workflow



PDF Workflow of the Future

Typesetting Process

Scribe is committed to providing the highest quality documents through efficient planning, communication, and typesetting. Our goal is to create documents that look as if they were prepared within our clients' publishing houses.

The key to Scribe's typesetting process is the Well-Formed Document Workflow (WFDW) and the importance we place on structuring the document while still in Word. This is called "**composition**" and sets the stage for the rest of the process, before any decisions even need to be made about how the finished book will actually look on the printed page. Composition is the process of assigning structure to content by applying styles in Microsoft Word or by tagging a text document.

Note: Because of its versatility and reliability, InDesign is Scribe's favored typesetting program, but the same principles described here can apply to Quark Express, as well.

Styling vs. Rendering

The first distinction to be made is "Styling" vs. "Rendering." Styling describes *what something is*, while Rendering describes *how it looks*.

Styling means assigning a unique paragraph or unique character style-name to text. The stylesheet is the area in InDesign in which paragraph and character attributes are assigned and managed. Styling is the essence of composition to such a degree that Scribe now uses the term composition for this process.

Rendering is how a stylesheet causes structured, styled, or tagged text to be displayed. Rendering always refers to appearance, which is a distinct element from structure.

For example, a chapter number will always be composed (styled) as "cn," but it can be rendered in any number of ways (bold, italic, larger, smaller, Garamond font, Arial font, etc.) based on the design.

From Word to InDesign

Scribe has created a set of codes, known as the **Scribe Markup Language (ScML)**, to name every type of paragraph and character element that may appear in your book. Because the naming scheme for elements is standardized, once each element is composed, Scribe can easily output each Word file into a coded InDesign Tagged Text (IDTT) file.

The IDTT file is then imported (or "flowed") into InDesign. Now, all paragraphs and characters are rendered based on how the elements in InDesign's stylesheet are defined. Once the text is flowed into InDesign, images can be placed, along with tables, sidebars, and any other elements that would be outside the main text flow. The document is then reviewed to check that it meets both the client's and Scribe's standards for good typography: checking for stacks, proper hyphenation, alignment of pages, etc.

Page Proofs, PDFs, and Quality Control

When the document is ready, it is output to a post-script file, which is then run through Acrobat Distiller to create printer-ready Adobe Acrobat PDF files. If it has not been determined which printing company will be printing the book, PDFs are created using Scribe's standard settings, which are compatible with the vast majority of printing companies' requirements.

After each round of corrections, new PDFs are supplied to the client. Our preferred method is to provide PDFs via an FTP site. If your company does not have one, or if you'd prefer to use Scribe's, we would be happy to create a private, password-protected FTP site through which files can be sent and received. FTP sites are advantageous because one can keep all of the most recent PDFs in one central location, and they are a more reliable way to send large files than e-mail.

Scribe has also developed a clear, easy-to-follow method for noting corrections that eliminates the need for printing page proofs, sparing you the costs of paper and shipping. Using text files, issues can be tracked over time to help us refine our methods and improve our ability to meet clients' needs.

To ensure that only the highest quality files are being created, we have a Quality Control (QC) procedure that takes place before any files are sent out of our office. This QC procedure always involves someone who has not worked on the project checking the typesetter's work. A fresh pair of eyes provides extra security that all corrections have been made and that all typographical specifications have been met. In addition to our standard QC procedures, any client- or project-specific checks can be added at any time.

Errors discovered during the QC procedure are tracked in our internal production record for each project. In addition, we track page counts, outstanding queries, and other project-related notes so that all pertinent information is preserved.

Back-ups and Final Files

All project files are backed up at the end of each day *at a minimum*, typically being backed up on an hourly basis, in order to ensure that a random event or computer crash will not result in a significant loss of time and work.

When all corrections rounds have been completed, and the client has approved the files for print, Scribe will provide the client with all of the files associated with the project: PDFs, InDesign, Images, and Fonts. We can upload them to via an ftp site or put them on two master discs. All completed projects are archived on disc in the Scribe office, as well.

We are also happy to provide files directly to the printer and work with them to acquire their specifications or resolve any issues that might arise.

The Well-Formed Document Workflow:

The Well-Formed Document Workflow results in highly organized typeset files.

Because each paragraph is uniquely defined, we can change one paragraph style without affecting the others, and any change to that style will apply throughout the document, enabling global design adjustments to be enacted in a matter of seconds. For example, if it is determined that the a-heads in a book would look better if italicized, the "ah" paragraph style can be changed in the stylesheet, changing all the text that uses this paragraph style. Using the "append" or "synchronize documents" features in InDesign's stylesheet manager enables us to apply any changes made in one document to any other.

In addition to accommodating global design changes, the WFDW allows for a simple export process to e-book formats. Since the typeset file uses ScML, it can export the content into a well-formed text document that can be converted easily to any e-book format, including epub, mobi, and docbook.