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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title; Copyright; Contents; List of figures and tables; Acknowledgements; Foreword; Introduction; PART I Production and project management; 1 Project management; What is a project?; A project as related to publishing and production; Activities and tasks; Inputs and outputs; The project outcome; Project lifespan; Effort; Constraints; Mechanisms and resources; Project management: the theory; Project management in practice: defining the project; Procedures, policies and objectives; Procedures; Policies; Objectives; Activities and tasks; Resources Project management in practice: planning the projectPlanning the work to be done, and allocating resources to tasks; Project management in

practice: implementation; Monitoring and controlling project progress; Project management in practice: reporting progress and problems; Project management in practice: closing down the project; Note; 2 Production management; What does production do?; Production and editorial; Production and design; Production and sales and marketing; Production and finance; Production and rights; Production and warehousing and distribution; Production and suppliers Planning the product: the specificationStandardisation; The specification and request for estimate; Portrait or landscape?; Extent; Text; Text and proofs; Printing process; Paper; No bleeds; Binding; Sewing in 32s; Flexilining; Printed ends; Head and tail bands; plain edges; The binding case; Rounding and backing; Jacket wrap; pack in bulk; delivery to the warehouse; Endpapers; Jackes; Prices; Planning the project: estimating; The rough estimate; The detailed estimate; Fixed costs; Variable costs; The mechanics of estimating; Pricing the product; Reducing production costs; Negotiation Value engineeringFind a cheaper supplier; Planning the product: scheduling; Time as a resource; Draft and working schedules; Creating a working schedule; Case studies; Putting the schedule together; Planning the product: choosing the printing process; Sheet-fed litho/sheet-fed offset; Web litho/web offset; Implementation; 3 Implementation; Choosing and dealing with suppliers; Production orders or purchase orders; The printing order; The binding order; The cover/jacket printing and finishing order; Managing the project Maintaining the relationship with the supplier: monitoring and controlling progressCommunication; Monitoring quality; What do you do when things go wrong?; Bringing the project to a close; Checking suppliers' invoices; Archiving information; Reflecting on the project: lessons learned; 4 Prepress; Workflows; Traditional, or conventional, workflow; File transfer; The Portable Document Format file (PDF); Preflighting; XML workflows; The nature of digital content; Markup languages; Defining structure through XML document type definitions (DTDs) and schemas; Styling the appearance of content Who uses XML workflows?

Sommario/riassunto

"The digital revolution has brought with it a wider range of options for creating and producing print on paper products than ever seen before. With the growing demand for skills and knowledge with which to exploit the potential of digital technology, comes the need for a comprehensive book that not only makes it possible for production staff, editors, and designers to understand how the technology affects the industry they work in, but also provides them with the skills and competencies they need to work in it smartly and effectively. This book is designed to satisfy this need. Book Production falls into two parts: The first part deals with the increasingly important role of production as project managers, a role which has not been adequately written about in any of the recent literature on publishing. The second part deals with the processes and raw materials used in developing and manufacturing print on paper products. Case studies are used to illustrate why and how some processes or raw materials may or may not be appropriate for a particular job. With expert opinions and case studies, and a consideration of the practices and issues involved, this offers a comprehensive overview of book production for anyone working, or training to work in or in conjunction with the books industry"--
