

1. Record Nr.	UNINA9910957625403321
Autore	Bullock Adrian
Titolo	Book production / / Adrian Bullock ; with a foreword by John Peacock
Pubbl/distr/stampa	London ; ; New York, NY, : Routledge, 2012 Abingdon, Oxon ; ; New York : , : Routledge, , 2012
ISBN	1-136-50844-9 1-283-54877-1 9786613861221 1-136-50845-7 0-203-14635-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (225 p.)
Classificazione	LAN027000SOC052000
Disciplina	070.5
Soggetti	Book industries and trade - Technological innovations Book industries and trade - Great Britain Book industries and trade Production management Project management Publishers and publishing - Technological innovations Publishers and publishing - Great Britain Publishers and publishing
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"--
