



Purpose

The purpose of this document is to encourage compliance with Standards and Good Practice in Online Authoring in order to provide a consistent and professional experience for our users. In particular, it is intended to ensure that systems developed for the World Wide Web are accessible to all users regardless of their Client software configuration. These Web Authoring standards are complementary to the HTML Markup standards published by W3C.

Scope

These standards apply to all editable Web pages/modules accessible to the user base of Pearson Arts & Sciences (Math, Economics, and Science).

Audience

Web developers working for or on behalf of Pearson Arts & Sciences (Math, Economics, and Science). It is assumed that readers already have a general working knowledge of HTML, acquired through appropriate training or experience.

Project Procedures

Step 1: Invite all key decision makers to the initial meeting to discuss scope of project, target audience, timeline, assets needed, and review look and feel style samples. Develop an agreed upon concept which includes the purpose/message, type of media, site map, and initial production schedule.

Step 2: Route first draft design comps

Step 3: Final content/assets delivered

Step 4: Develop project

Step 5: Soft Launch with routing to team

Step 6: QA/Testing and final corrections

Step 7: Hard Launch

Online Project Routing Guide

1. Online Specialist or Project Coordinator schedules promo planning meeting:

- Contacts Marketing Manager or Managing Producer to confirm who should attend the meeting and who reviewers are
- Invites required members of the product/marketing teams

2. Promo planning meeting with invitees:

- Discuss goals, challenges, brainstorm concept, design/development/usability considerations, targeted audience, URL, determine availability of assets, and review action items
- Online Specialist or Project Coordinator should bring samples of print promotions if available

3. Following the promo planning meeting:

- Designer creates electronic wire frame (for new websites that require unique GUI)
- Project Coordinator writes follow-up memo, including:
 - Goals and general overview of promo piece
 - List of action items with due dates
 - Routing list for copy and design

- Copywriter writes or edits copy for online project
 - Production Coordinator gathers content and assets
 - Online Specialist sets schedule and assigns jobs to internal staff and freelance vendors
 - Create a project in MC² database
- 4. Creative Director and/or Online Specialists begin preliminary discussions with vendors for any project that requires special effects or unusual formats. This includes the following:**
- Elaborate animations
 - Larger projects that require assistance
 - Projects that do not fall within the scope of MC² (extensive work for pan-Pearson sites)
- 5. Designer creates design comp(s):**
- Routes design to publishing team (up to 3 times: v1, v2, v3)
 - Includes routing list with schedule for reviewers
 - Works with Creative Director to resolve to any discrepancies
- 6. Designer sends final piece (vf design) for final checks and approvals to:**
- Copywriter and/or the Production Coordinator to proofread
 - Webmaster for checking Web implementation feasibility
 - Creative Director and Copywriter Supervisor for final approval
- 7. Webmaster developing Web page/site and post to the DEV Web server:**
- Sends the page/site for internal review to the MC² team
 - Applies the changes
 - Sends the page/site to reviewers
- 8. Webmaster promotes the project to the LIVE server:**
- Sends the live URL to reviewers
 - Updates the job or project status in MC² database

Sample Email Routing Message for Media or Online Project

Subject: Please review Campbell Media Project

Greetings Campbell 8/e Team:

Samples for Campbell 8/e are ready for your review.

Please look at the segments listed below and provide your feedback by 4:00 Eastern, Friday, July 19.

Completed segments include:

1. Overview
2. Author Team
3. What's New (waiting for TOC PDF from Laurie)
4. "What if you could... 3D animations"
5. "What if... Big Picture"
6. "What if... 8 reviewers" I think we need more reviewer quotes. It's lame with only one.

<http://dev.aw-bc.com/dev/campbell2/campbell2.html>

—Thank you

Website Elements

The Web Catalog is comprised of the following:

1. **Educators:** allows instructors and professors to view the website, browse titles, request exam copies, and locate resources, such as:
 - Instructor Resource Center
 - Discipline pages
 - Course pages
2. **Students:** locate materials, link to companion websites and career information, and buy books and products using e-commerce catalog
3. **Booksellers:** order and return books, how to become a bookseller, copyright information, and access systems
4. **Hybrid sections:** Location to be determined
 - About Us
 - Authors & Reviewers
5. **Static pages:** Location to be determined
 - Events
 - Scholarships
6. **External pages**
 - Online Tours
 - FlashPoints
 - Demos
 - Bridge pages to product sites
 - Product sites

Web Server Structure and Usage Guidelines

1. **Global folder.** All general utilities files such as logos, icons, css, java scripts must be stored in the global folder. The structure of the folder is as follows:
 - global
 - css [main styles that allowed to used on the site]
 - images [logos, banners, other graphics that used frequently throughout the site]
 - includes [on the custom built websites, as navs, headers, etc.]
 - scripts [contains Common Java Script Functions used for free HTML pages]
 - downloads [pdfs, docs, and other downloadable files]
2. **If you use the Pearson logo,** please don't resize the logo to your needs. Use the logo from the /global/images/logos/pearson_logo.gif and link "scr" in the tag to the sample file. The logo exists in one size: W=110, H=43
3. **Book covers.** Don't resize covers unless it's really necessary. Use the standard covers from the Web Catalog. The paths are:
For the small covers:
[http://www-fp.pearsonhighered.com/coverimage/\[book isbn\].jpg](http://www-fp.pearsonhighered.com/coverimage/[book isbn].jpg)
Dimensions: H=144, W=proportionally

For the big covers:

[http://www-fp.pearsonhighered.com/bigcovers/\[book isbn\].jpg](http://www-fp.pearsonhighered.com/bigcovers/[book isbn].jpg)

Dimensions: H=648, W=proportionally

4. **Linking to the product pages.** When you are linking a product page, always use the virtual URL such as [http://www.pearsonhighered.com/productpage/?ISBN=\[10 digit book ISBN\]](http://www.pearsonhighered.com/productpage/?ISBN=[10 digit book ISBN]). Don't cut and paste the URL (CURL) from the browser link window, such as this one:
<http://www.pearsonhighered.com/catalog/academic/product/0,1144,0321397886,00.html>
5. **New folder setup.** If you need to create a folder at the root level of the Web server, please fill out the URL request form. Contact Anna Molodtsova to obtain form.
6. **Promote your site live.** Contact Anna Molodtsova.
7. **Bridge pages.** As of December 2004 we have a unified look for the bridge pages. Use this template. To obtain the template for AW, BC, and PH imprints, contact Anna Molodtsova.
8. **Folder structure.** HTML, XML, SHTML, SWF, CSS, MOV, PDF files must be organized in the corresponding folders. Unless the folder is just a redirect, it always must have the following structure:
 - Sample folder
 - assets
 - css
 - images
 - mov
 - pdfs
 - swf
 - xml
9. **Redirect rules.** Please don't use the server-side redirects in your folder, use the client-side redirects. We recommend using META redirects (`<meta http-equiv="refresh" content="0.5; url=http://your URL">`) rather than Java Script redirects (`<script type="text/javascript" language="JavaScript">document.location = "redirect URL";</script>`), in case a customer turns off Java script in the browser. Please inform Anna Molodtsova about all the redirects that you are setting up.
10. **Coming soon page.** Please do not create your own "Coming Soon" page, use the standard one. When you use it, don't put all the html code into your index.html file, just set up the redirect to the "Coming Soon" page. They are located at www.aw-bc.com/comingsoon or www.pearsonhighered.com/comingsoon
11. **Domain registrations.** We do not allow registering unique domains for marketing sites.
12. **Companion Websites.** URLs for our companion websites or redirects need to be approved by Anna Molodtsova.
13. **Web Tracking.** If you are setting up redirect to collect the hits for a special campaign, be aware that all Web tracking URLs have this format: www.aw-bc.com/wtr/authorname
14. To request the **statistics on the page/site** please use this request form:
<http://www.aw-bc.com/mc2/yourprojects-webtracking.html>
15. **If you are attaching a PDF document** (e.g. a sample chapter) as a downloadable material, it should not exceed 2 MB and should not have print crop marks.

Server Overview: Supported Languages & Technologies

1. **HTML:** The version of HTML that should be used is 4.01 Transitional.
2. **XHTML:** The version of XHTML that should be used is 1.0 Transitional.
3. **CSS:** All style sheets should be CSS level 2.
4. **Perl/CGI:** CGI scripts may be written using PERL version 5.6.1 and accessed from the /cgi-bin/ directory on the Web server. An appropriate subdirectory structure is recommended.
5. **SSI:** Limited server-side include support is available. Possible directives are “include,” “flastmod,” and “fsize.” “exec” is not supported; CGI should be used instead.
6. **Server Information:** The aw-bc.com Web server is hosted by Cable & Wireless (recently acquired by SAVVIS). The server is a Sparc Ultra-80 machine running SunOS 5.8. Web files live in the following directories:
 - Dev: /opt/customer/apps/sun-86/htdocs/cds-sun86-live/aw-bc
 - Live: /opt/customer/production/aw-bc

Web Authoring Standards

Validation

1. Check all HTML documents with an HTML validator.
2. Validate documents at HTML level 4.01 Transitional or future specifications from W3C when available.
3. Authors using a different DTD should include an appropriate DOCTYPE declaration. If the DTD is NOT standard or widely known, the DTD itself should be referenced in a comment within the document.
4. HTML documents should validate successfully.

HTML Headers

1. All HTML documents shall include an appropriate “title.”
2. Documents may include other header elements, such as relational links, Style Sheets, Client-side scripts, links to external JavaScripts, and META elements.
3. Documents that are a “front page” or other principal entry point for a system should include the following:
 - Approved corporate branding which links to parent company website.
 - Approved corporate footer

Colors and Background Images

1. Authors may use any legal markup to determine document colors, but must use RGB specifications to do so. It is preferred that colors are determined in an external Cascading Style Sheet.
2. When colors are set by an author, there should be a strong contrast between text and background. Background colors other than white should only be used by qualified Web designers.
3. Use background images sparingly. In addition, they should be a maximum of 40K (Note: The total page shouldn't be more than 100K to 120K). Use a similar background color in the event that the image does not load.
4. Avoid using conspicuous background images in pages containing textual information.

Images

1. Images may be used to complement text, but not to replace it.

Examples of appropriate use are:

- Diagrams
- Graphs
- Geographic maps
- Screen shots
- Product shots
- Graphical enhancements such as photographs

Acceptable on a case-by-case basis:

- Navigation / Buttons
- Small amounts of text used as a graphic element

Inappropriate examples are:

- Passages / Paragraphs of text
- Shims or spacers

2. Use image maps as a last resort or in “special cases.”
3. Use images as navigation only as a last resort.
4. All images should have ALT texts. Where appropriate, ALT=” “ is acceptable.
5. ALT texts for images that are also links shall be descriptive of the purpose of the link, and should be brief.

Examples of appropriate use are:

- Home
- Next
- Previous
- Search

Inappropriate examples are:

- Click Here
- Home Icon
- Binocular Picture
- Back to XYZ Homepage

6. ALT texts should not duplicate nearby document text.
7. ALT texts for image maps should be blank (ALT=” “).
8. Alternative means of navigation should be made available to readers when using image maps.
9. Images must use height and width attributes, except as noted under Browser Compatibility (see below).
10. Links to websites outside of aw-bc.com should use the “target” attribute with a value of “_blank”.

Appropriate Use and Deprecated Tags

1. No tag causing text to blink, or otherwise move, should ever be used.
2. Avoid using in place of HTML headers <H1> - <H6>
(see section CSS)
3. Emphasis tags such as , or should not be applied to extended passages. They are appropriate to words and phrases.

Flash

The use of Flash is permitted, however please follow these required guidelines:

1. Any Flash that features sound MUST include an “off” option.
2. Intros are not permissible without the approval of Webmaster or Senior Web Designer.
3. A disclaimer explaining and featuring a link to the required plug-in is required.
4. A plug-in detector or “sniffer” is required for any direct-access website relying heavily on Flash for content or navigation.
5. Every Flash piece must have a controller with full functions: pause, play, fast forward, rewind, an indicator, and a timer

Browser Compatibility

HTML constructs that render a document difficult to read due to known defects should be avoided, regardless of the construct’s validity in strict HTML. While documents are developed specific to certain browsers, it is important that browser degradation is taken into consideration. The following guidelines are recommended:

1. Use of < or > within a tag, in a construct such as risks breaking parsers and should be avoided.
2. Comments should open with <!-- and close with -->. Use of “--” or “>” within these delimiters should be avoided.
3. Height and Width tags should be used on all images but NEVER as an alternative to appropriately sizing the image file itself.
4. When using a floating image or table, “br clear” or the “clear: both” style should if possible be used ahead of any further images or tables.
5. When using newer technologies such as layers, provision should be made to ensure the document is legible to browsers not supporting this feature.
6. HTML containers (such as paragraphs or table cells) should be explicitly closed.
7. It is preferred that HTML tags are composed in lowercase characters.
8. Steer clear of cutting and pasting from word processing programs such as “Microsoft Word” without taking precautions so as not to include special characters (e.g. “smart quotes”).

Layout and Tables

1. Authors are encouraged to use Style Sheets as their primary means of effecting page layout.
2. When element layout cannot be done using CSS alone (due to current browser CSS support or issues with degradation in older browsers), tables may be used sparingly in combination with Style Sheets to achieve the desired affect.
3. Avoid using tables nested deeper than 1 level.
4. Pages should be designed to fit in an 1024 x 768 browser window with no horizontal scrollbars.

Style Sheets

1. Authors are encouraged to use style sheets for adding design elements as well as for layout.
2. It is preferred that Style Sheets are used to control all font and background coloring.
4. It is preferred that Style Sheets affecting multiple pages are linked rather than embedded.
5. Developers should avoid overriding a style sheet used on the Addison-Wesley & Benjamin Cummings corporate website.
6. For styling, authors are encouraged to use standard structural HTML elements (such as <p>, , and <h1>) whenever possible, rather than “” or “<div>”.

Frames Pages

1. Frames may be used subject to the validation requirements. Note that they will not validate as standard HTML.
2. Information provided via a frameset shall also be made accessible unframed via the NOFRAMES section.
3. Use of more than one frameset-based layout on a site should be avoided.
4. All external links in a frameset page shall use the target attribute to avoid embedding another website in a frame.

Client-side Scripting

1. Client-side scripting languages such as JavaScript may be used, provided it does not detract from the page’s accessibility to browsers not supporting or enabling this feature.
2. Script pages shall be inspected in browsers not supporting the scripting language (NOT merely browsers with this facility turned off) to ensure satisfactory appearance.
3. Script pages shall be subject to HTML validation requirements.
4. Script tags should specify the scripting language and version being used.

Dynamic Pages

In the case of dynamic pages generated by CGI, SSI or another server interface:

1. Dynamic pages should be created in accordance to the standards and guidelines outlined above.
2. Pages featuring forms should return a “Thank You” or a “form error” message upon form submission.

FTP Upload Site

server:bcftp.pearsoned.com

user name: bc007

password: IOQH DU

URL Conventions for the Web Catalog

The following URL conventions are a corporate standard, provided and maintained by Lisa Linard of Pearson Product Information.

Who is in charge of URLs and domain names?

Every business unit (Arts & Sciences Softside, Arts & Sciences Hardside, and Professional & Career) will have a “URL gatekeeper” who will be responsible for approving and setting up all domain names and URLs. The gatekeepers are:

- A&S Softside: Katy Needle / (917) 981-2264
- A&S Hardside: Anna Molodtsova / (617) 848-7554
- Prof & Career: Lisa Linard / (617) 848-7299

For any domain or URL that you need to set up, you will contact your URL gatekeeper. Eventually we will create an online form that you can use to submit your requests.

How do I request a special domain name for my marketing site?

We have learned that our brand is stronger when we do not dilute it with other domain names, so we are asking that, going forward, you do not request new domains unless absolutely necessary and that you post your sites on www.pearsonhighered.com instead. If you wish to create your own domain for a specific reason, please send your request to your gatekeeper for approval and setup.

How do I request a special domain name for my product site?

Products like Mastering, MyLabs, etc., can have their own domain name. You can continue to request these through whomever you currently do within your business unit.

Can I have a “pretty” URL (a.k.a. vanity URL) for my discipline page so I can put it in ads?

We have created discipline page vanity URLs and they are at the end of this document. If you would like a new one set up, please contact your gatekeeper.

What URL should I be using for new Companion Websites?

For now, Companion Websites should continue to use the company domains (www.prenhall.com, www.ablongman.com, www.aw-bc.com) and naming conventions. However, if you wish to create a bridge page for several of your authors’ books, you can put it on www.pearsonhighered.com if you like. See the table below for guidelines.

Type of site	URL format	Notes
Companion Website	http://www.ablongman.com/kosslynbrief2e or http://www.aw-bc.com/riley or http://www.prenhall.com/gollnick	Continue to do what you’ve always done! Use your “imprint” domain plus whatever your imprint’s naming convention is for CWs.
For a bridge page for multiple CWs by one author	www.pearsonhighered.com/beebe	The author’s last name. If the author name is common, find a way to make it unique.

What type of URL should I use for new marketing sites?

Advertising/marketing sites should use the NEW domain with the following naming conventions:

Type of site	URL format	Notes
A marketing site for a specific book	www.pearsonhighered.com/white2einfo or www.pearsonhighered.com/jonesfilm2einfo or www.pearsonhighered.com/campbell9etour or www.pearsonhighered.com/wilson3edemo or www.pearsonhighered.com/smith2epreview	The author, edition number, “e.” and the word “info,” “tour,” “demo,” or “preview.” If it’s a common author name, include an identifying piece of info from the title, as well.
A series of books by one author	www.pearsonhighered.com/kovachseries	Author name plus the word “series.” If the author name is common, find a way to make the URL unique.
A series with a specific name	www.pearsonhighered.com/culturalsurvivalseries	Series name plus the word “series.”
FlashPoint online tours	www.pearsonhighered.com/showtell/giancoli_0134566789	Slash showtell, then a slash and the author, edition number, “e,” plus the word “preview.”
A tool or program	www.pearsonhighered.com/perfectmatch	The name of the tool or program.
An event or conference	www.pearsonhighered.com/strategiesworkshop	The name of the event.

Important:

- URLs should be all lowercase whenever possible.
- You must have your www.pearsonhighered.com URL approved by your gatekeeper before putting it in print. Please note that printing these URLs in a book or an ad does not mean they will automatically work. Your Web folks will need to post the files on the server in order for them to work. **Please test all URLs before printing them!**
- Make sure that you do not use a URL that is already used for one of our discipline or course pages (see end of this document).
- You do not need to have Companion Website URLs approved by the gatekeeper, as they are staying on the old servers.

How do I post files to the new site?

When you wish to create a new URL and post files to it, please contact your gatekeeper. She will create the directory on the development server and give you access to it. When the site is ready to go live, let your gatekeeper know and she will have it moved to the production (a.k.a. live) server.

Will old marketing sites and Companion Websites be moved over to the new server?

Not automatically. If you wish to move a site to the new server or create a redirect from the www.pearsonhighered.com domain, please contact your gatekeeper. Please only move sites when absolutely necessary (for example, a site that once only listed PH books now includes AW books, so it doesn’t make sense to house it on prenhall.com).

Companion Websites will remain where they are, on the current servers.

Super-discipline and discipline page URLs

The following vanity URLs will redirect to their corresponding super-discipline and discipline pages. If you would like to have a vanity URL created for a specific course page (e.g., Introductory Psychology, Organic Chemistry, etc.) for a SmartMail or marketing promotion, please contact Lisa Linard.

Mathematics & Sciences	
Anatomy & Physiology	www.pearsonhighered.com/anatomyphysiology www.pearsonhighered.com/ap
Biology	www.pearsonhighered.com/biology
Chemistry	www.pearsonhighered.com/chemistry www.pearsonhighered.com/chem
Environmental Science	www.pearsonhighered.com/environmentalscience www.pearsonhighered.com/envscience
Geography	www.pearsonhighered.com/geography www.pearsonhighered.com/geo
Geology & Oceanography	www.pearsonhighered.com/geologyoceanography www.pearsonhighered.com/geology www.pearsonhighered.com/oceanography
Health, Kinesiology & Nutrition	www.pearsonhighered.com/health www.pearsonhighered.com/kinesiology www.pearsonhighered.com/nutrition www.pearsonhighered.com/hk
Mathematics	www.pearsonhighered.com/mathematics www.pearsonhighered.com/math
Physics & Astronomy	www.pearsonhighered.com/physicsastronomy www.pearsonhighered.com/physics www.pearsonhighered.com/astronomy
Statistics	www.pearsonhighered.com/statistics www.pearsonhighered.com/statisticalsoftware
Economics	www.pearsonhighered.com/economics www.pearsonhighered.com/econ

Video Standards

1. All video clips that are more than one minute in length or 10MB in size must be delivered as “streaming video.” Streaming video is recommended for clips more than 30 seconds in length or greater than 5MB in size.
2. Shorter video clips can be posted directly to the website as “progressive download” video at the discretion of the Webmaster.
3. Video should be made available to the user in all of the following 4 formats:
 - Windows Media: Broadband/T1
 - Windows Media: 56k
 - QuickTime: Broadband/T1
 - QuickTime: 56k (NOTE: if streaming, the QuickTime streaming server will deliver the appropriate content size (T1 vs. 56k), but both files need to be created.)
4. The appropriate video format should be delivered to the user automatically via JavaScript detection. PCs should receive Windows Media Broadband by default; Macs and undetectable platforms should receive QuickTime by default.
5. Links should always be provided to all formats to allow the user to switch formats if desired.
6. Video source files should always be obtained from the videographer in the highest possible quality format. MPEG-1 or MPEG-2 are both acceptable formats.
7. Video source files should be given to the hosting vendor (TBD) for conversion into the four required streaming video formats. If the hosting provider is unable to convert the video (due to time or budget constraints), a conversion software tool such as Discreet’s Cleaner may be used, but video must be encoded to the specifications provided by the hosting provider.
8. For some video delivery needs, particularly if there is a requirement or desire for user interactivity within the video, Macromedia Flash may be a better option and should be considered.
9. All video delivery-related decisions should be made in cooperation with the Senior Web Designer and Webmaster.

Web Catalog Promotions

The following Web Catalog procedures are provided and maintained by Lisa Linard of Pearson Product Information. A new, consolidated U.S. Higher Ed website launched at www.pearsonhighered.com at the end of December 2007. The site has been redesigned, and new Special Promotions have been created in CatalogBuilder to allow users to post marketing and advertising content within the context of the catalog.

To Log In to CatalogBuilder

Go to <http://www.pearsonhighered.com:8081/catalog/cma/> and use your existing CatalogBuilder login and password. If you have any issues with your login, email Lisa Linard.

Special Promotions

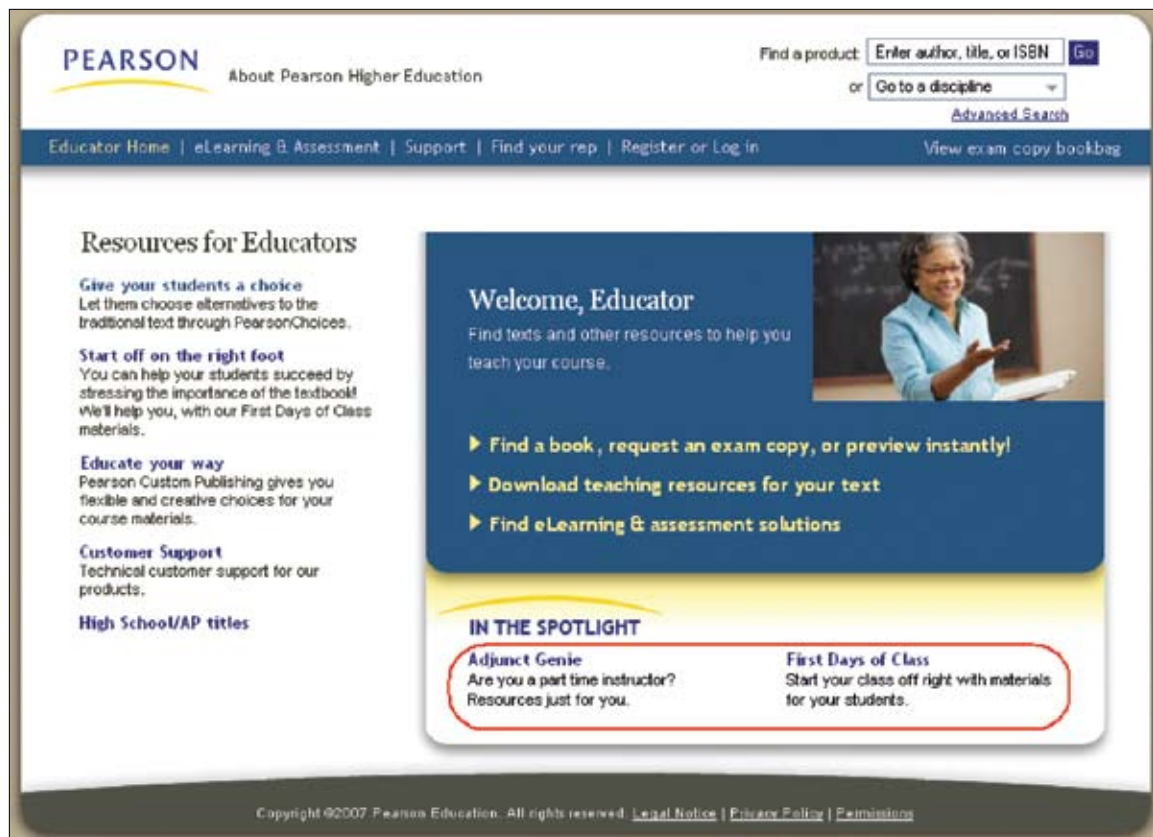
There are seven new Special Promotion types available in CatalogBuilder.

1. Customer Page Spotlight Promotion
2. Discipline Page Intro Text
3. Discipline Page Promotion
4. Course Page Featured Title Promotion

5. Course Page Featured Technology Promotion
6. Product Page Banner Ad Promotion
7. Product Page Free HTML Promotion

In addition, you can use the existing “Article” promotion to create Web pages that have the top navigation of www.pearsonhighered.com

Customer Pages



1. Customer Page Spotlight Promotion

- Can be assigned to Educator, Student, and Bookseller pages
- Only available to admin users
- Limit of two Spotlight Promotions per customer page

Super-discipline and Discipline Pages



Discipline page intro text

Discipline page promotion

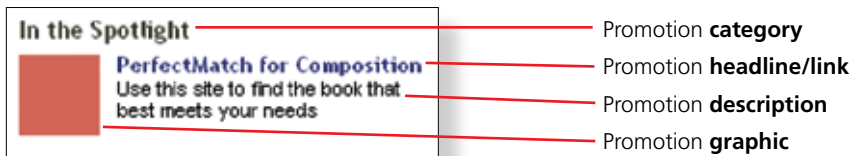
1. Discipline Page Intro Text

This promotion allows you to post a blurb of intro text on a super-discipline or discipline page.

- Can be created by all CatalogBuilder users
- The text-entry box has a limit of 500 characters

2. Discipline Page Promotion

This promotion allows you to post an ad for a product, program, initiative, brand, etc., on a super-discipline or discipline page and link it to another page. The ads will be grouped under category headings on the page.



- Can be created and assigned by all CatalogBuilder users
- Up to 15 Discipline Page Promotions can be assigned per super-discipline or discipline page
- The same Discipline Page Promotion can be assigned to multiple super-discipline and discipline pages

You can assign a Discipline Page Promotion to the following pages:

- Super-discipline
- Discipline

You can choose from predefined categories of Discipline Page Promotions:

- In the Spotlight
- eLearning & Assessment
- Student Resources
- Instructor Resources

You can create new categories and change the order in which all categories are displayed on the page. For each Discipline Page Promotion, you can:

- Assign it to a **category** from the list above, or one of the categories that you have defined.
- Upload a small **graphic** at exactly 45 x 45 pixels. Graphic will be rejected if it doesn't meet size specifications. CatalogBuilder will put a 1 pt. black rule around it. It will not be clickable.
- Enter a **headline** (up to 50 characters), which will be hyperlinked.
- Enter a **URL** that will serve as the link for the headline. You can choose to have the link open in a new window.
- Enter a **description** (up to 250 characters).
- All fields are required.

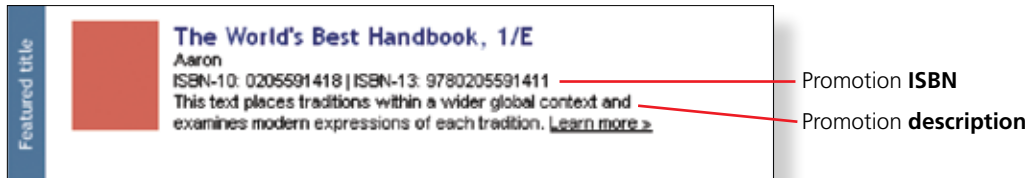
The headlines of all promotions on a discipline page will appear in a pull-down menu labeled "Browse available resources for <discipline name>." This pull-down menu will appear on every page within the discipline (course pages, product pages, etc.) so that users can access your promotions throughout the site.

Course Pages

The screenshot shows the Pearson Higher Education website interface. At the top, there is a search bar with the text "Find a product: Enter author, title, or ISBN" and a "Go" button. Below the search bar, there is a navigation menu with links for "Educator Home", "eLearning & Assessment", "Support", "Find your rep.", and "Register or Log in". The main content area is divided into two columns. The left column is titled "Browse our English Catalog:" and contains a list of disciplines and sub-disciplines, including "Freshman Composition" and "Freshman Composition - Handbook". The right column is titled "Freshman Composition - Handbook" and features a list of books. The first book is "The World's Best Handbook, 1/E" by Aaron, with ISBN-10: 0205591418 and ISBN-13: 9780205591411. Below this, there are two more books: "Little, Brown Essential Handbook, 6/E" and "The Longman Handbook for Writers and Readers, 5/E".

1. Course Page Featured Title Promotion

This promotion allows you to post an ad for a featured title on a course page and link it to that title's product page.



- Can be created and assigned by all CatalogBuilder users
- Up to 15 Course Page Featured Title Promotions can be assigned per course page, but only one will display at a time. The promotions can be set to rotate so that a new promotion appears every time the page is loaded. If more than one promotion is assigned to a page, there will also be a “next” link to load the next promotion. The sequence in which the promotions rotate can be assigned.
- The same Course Page Featured Title Promotion can be assigned to multiple course pages.

For each promotion, the following information can be included:

- The **ISBN** of the text. The Promotion should automatically pull from database:
 - Cover image
 - Lead author last names
 - Title & edition (will be hyperlinked to the product page for the ISBN entered)
 - ISBN-10 & ISBN-13
- **Description** (up to 250 characters)
- Option for the ad to **rotate** or be **permanent** on pages it's assigned to. This option can be set individually for each page it's assigned to.
- All fields are required

2. Course Page Featured Technology Promotion

This promotion allows you to post an ad for a technology product on a course page and link it to another page.



This special promotion type should be assignable only to course pages and should be assignable to multiple course pages. The following information can be included:

- **Headline text**
- **Description** (up to 250 characters)
- **URL** where the ad will link to
- A **graphic** (up to 175 x 65 pixels)
- Option for the link to open in the **same window** or a **new window**
- Option for the ad to **rotate** or be **permanent** on pages it's assigned to. This option can be set individually for each page it's assigned to.
- All fields are required

Product Pages

The screenshot shows a Pearson product page. At the top, there is a search bar with the text 'Find a product: Enter author, title, or ISBN' and a 'Go' button. Below the search bar is a navigation menu with links for 'Educator Home', 'eLearning & Assessment', 'Support', 'Find your rep', and 'Register or Log In'. The main content area features a banner for 'English - This is to show how a long title can work' with a dropdown menu for 'Browse available resources for Discipline: unnamed1'. Below the banner is a navigation breadcrumb: 'English > English Composition > Freshman Composition Handbook'. The product title is 'Little, Brown Essential Handbook, 6/E' by Jane Aaron, Springfield College. The page includes ISBN-10 (0205591418) and ISBN-13 (9780205591411), publisher information (Longman), copyright (2008), format (Cloth, 704 pp), trim size (8.5 x 11), estimated availability (11/08/2007), and suggested retail price (\$60.00). There are links for 'View larger cover', 'Preview this text online!', 'Request a printed exam copy', 'Buy from myPearsonStore', 'Email this page to a colleague', 'Prepare for the First Day of Class', and 'Learn about customization options'. A horizontal tab bar contains 'About the Book', 'Take a closer look', 'eLearning & Assessment', 'Resources', 'Choices', and 'Series'. Below the tabs is a description of the book, followed by a copyright notice at the bottom: 'Copyright ©2007 Pearson Education. All rights reserved. Legal Notice | Privacy Policy | Permissions'.

1. Product Page Banner Ad Promotion

This promotion allows you to post a banner ad on a product page and link it to another page.

- Can be created and assigned by all CatalogBuilder users
- Can be assigned on the following tabs:
 - Take a Closer Look
 - eLearning & Assessment
 - Resources
 - PearsonChoices
 - Series

Multiple Banner Ad Promotions can be assigned to any of the tabs above. If more than one is posted, they will be displayed in a list separated by a horizontal rule. They will be listed in the tan bar below the tabs as an anchor link. When the users clicks a link, he will jump to that promotion. You can:

- Upload a graphic (500 x 100 pixels)
- Enter ALT text for the graphic (This is the text that will be displayed if a user has images turned off or if he hovers over the graphic.)

- Enter a URL. This will be the page the graphic links to
- Enter the text to be used as the text link in the tan bar.
- Choose whether the link should open in the same window or a new window

2. Product Page Free HTML

This promotion allows you to create any HTML content you want on a product page.

- Can be created and assigned by all CatalogBuilder users
- Can be assigned on the following tabs:
 - Take a Closer Look
 - eLearning & Assessment
 - Resources
 - PearsonChoices
 - Series

Multiple Free HTML promotions can be assigned to any of the tabs above. If more than one is posted, they will be displayed in a list separated by a horizontal rule. They will be listed in the tan bar below the tabs as an anchor link. When the user clicks a link, he will jump to that promotion.

Web Marketing Options

MC² can help you with the following available marketing options:

- Corporate Website
- Online Tour/Class Test Sites—For titles not to be published for at least six months
- FlashPoint Book Walkthrough—Standard banners promote FlashPoint projects via course pages and individual product pages
- Demos
- Book Special Promotion Sites
- HTML email messages

Definitions

Online Tour/Class Test Sites are developed specifically for Market Development purposes well in advance of publication date, usually when the team wants to promote a title that will not be published for at least six months. Note: If our online tour is for a single title, it should be converted to a SCP upon publication.

- **Online Tours feature** book description, features, new features, author biographies, and supplements.
- **Class Test Sites** include the same items as an Online Tour, but offer the opportunity to download sample chapters and participate in class testing a textbook. Sample Online Tours:
 - <http://www.aw-bc.com/info/blake/>
 - <http://www.aw-bc.com/info/knight2e/>

HTML and email messages are cost effective tools for communicating directly with the market via email. There are three types of emails that you can use and target to your market

- **Plain Text SmartMails** are “text only” messages that cannot contain bullets or highlighted text (items in bold, etc.).
- **Formatted SmartMails** contain all the formatting options you can use in Microsoft® Word: bullet points, aligned text, boldface, italics, etc.

- **HTML emails** contain graphics, photos, and visual elements like a Web page. These use more intricate, complex design elements than a Formatted SmartMail and are ideal for promoting a minimum of 3 items in one message such as large events, author interviews, demos, FlashPoints, online tours and/or announce contests.

Life Cycles

Discipline page:

- Spring: 1/15
- Summer: 3/15
- Fall: 8/15

Online Tour:

- Single Book: Online Tour → SCP @ pub date
- Cluster: Online Tour → Splash page → SCP @ pub date

Corporate Site:

- Changed at will

Plain Text SmartMails (continue to request via your SmartMail Calendar)

- The form that should be used most commonly, Plain Text SmartMails are messages you've sent out in the past that are unformatted.
- They cannot contain bullets or highlighted text (items in bold, etc.)
- This is the quickest, easiest type of message to send since it requires no programming and should be used for standard book announcements, VP promotions, etc.
- Deadlines for submissions of this type of SmartMail are listed in your SmartMail calendar.

See page 13 of the Copy Section for detailed SmartMail procedures.

Formatted SmartMails (indicate this on your finalized SmartMail Calendar)

- These SmartMails can contain all the formatting options you can use in Word—bullet points, aligned text, boldface, italics, etc.
- We can even insert a cover image into the copy. Once you submit a Formatted SmartMail to me, I have to transfer your copy into HTML.
- The process is longer, so it should only be used to promote key first editions or major revisions. Once indicated on your SmartMail calendar, I'll figure in the deadlines to submit the form to me. I'd plan on having it ready 10–15 days before you want it sent out just to give me enough time to process everything. You will still use the same request form you use for the plain text emails (which you all have). The only difference for you is that you'll be able to use all the formatting features in Word to layout your message and then I'll just copy it into HTML for release.
- This type of SmartMail can only be used twice a semester per discipline.

HTML email (contact Lillian Carr)

- This format is created by the MC² group and is conceptual; it will contain more intricate, complex design elements than a Formatted SmartMail.
- Because this is designed by MC²; you need to allow at least 6 weeks for concept, design, and development.
- There will be an additional cost for deployment depending on your mail list size.
- HTML emails should only be requested to promote a minimum of three items in one message such as large events, author interviews, demos, FlashPoints, online tours and/or announce contests.

FlashPoint Projects

The Product

HIP Central Services has created a new tool that helps us build interactive, online book walkthroughs that will reside on the product pages of our Web Catalog. You may have heard about them as “Argosy Tours,” “Flash Pages,” or “Tabbed Walkthroughs.” These walkthroughs provide a fairly inexpensive way to show the features and benefits of a book by walking readers through PDFs of the book pages as the main visual. A special Zoom and Highlight feature allows us to focus in on any element, ensuring readable copy. We also have the ability to link out to any site or asset, as well as add video and audio to make the user experience even more effective.

Qualifying Titles

Please keep the following criteria in mind for future for all future FlashPoint candidates:

- Should have live Web Catalog page
- Must have PDFs of final pages (high-res printer PDFs)
- Must be approved by the Director of Marketing
- Each tour takes four weeks total time from initial Marketing Manager meeting to completion

Roles

- **Anna Molodtsova** will be the FlashPoint project lead and will be first point of contact on the FlashPoint tours. All requests will go through her, and she will coordinate planning a FlashPoint launch meeting to discuss details for each project including technical specifications and the project’s timeline. Anna will also keep the FlashPoint Project Web page, www.pearsonhighered.com/showtell, updated with the status of each tour through the development cycle.
- **Stephanie Szolusha** will coordinate the copy and production of the FlashPoint tours. She will work with the copywriters to flow final copy into the production phase, and will be the point of contact on routing the FlashPoint release candidates for final approval by marketing.
- A **copywriter** will work directly with the Marketing Manager (and product teams) to create and route the content of the FlashPoint tour—both copy and page samples.

The Promotional Details

These walkthroughs will be promoted on the product pages for each book and will also have their own URLs so that we can send a SmartMail directing your audience to them.

FlashPoint tour process:

1. Request for FlashPoint tour goes to Anna Molodtsova.
2. FlashPoint launch meeting is scheduled with Marketing Manager, discussing project outline, technical and scheduling issues, and routing order for approval of copy and release candidate.
3. Marketing Manager meets with copywriter to determine outline and content.
4. Copywriter sends out follow-up memo to Marketing Manager for approval on structure.
5. Copywriter develops content and routes in wizard spreadsheet to the team; Marketing Manager returns content with any changes and page numbers for samples.
6. Copywriter routes content for final approval as well as gathers final hi-res book PDFs.
7. Copywriter sends final content and appropriate assets to Stephanie Szolusha.
8. Stephanie moves FlashPoint tour into production phase.
9. When a release candidate is available for review, Stephanie will route to Marketing Manager (and product team) for changes and/or approval.

10. When the release candidate has final approval, Anna will move the tour to the live server and update the FlashPoint project Web page accordingly. She will also have access to the traffic statistics for the tour.
11. After wizard, tearsheets, and assets are delivered, project will be complete in two weeks.

The walkthrough structure is organized by tabs.

- Limit of six tabs
- Limit of four samples per tab
- Total text box limit = 24

Content is entered into the Storyboard Wizard authoring tool.

- Columns where copy should be entered include:
 - Tab name
 - Sample to be shown: indicate page number and figure number or name if applicable
 - Title bar
 - First line
 - Description
 - Next: can say something other than “Next”
 - Highlight area: state what is to be zoomed in on
- Suggested style for all copy but especially for description is short, bulleted phrases that allow for quick reading and easy digestion
- Keep order and flow in mind
- No blank rows; Ctr-shift-I adds rows
- Alt-enter adds line break within cell
- Marketing Managers must approve copy and Storyboard Wizard before a project will be submitted to development

Assets to show samples must be marked up as tearsheets by the copywriter.

- See Martini HA 6e sample tearsheets that follow this section
- What is marked with dotted line on the tear sheet is the area the FlashPoint will zoom in on
- Hard, red solid line indicates zoom area

Can link out to other resources such as websites, supplements, etc.

- Show clickable words in square brackets and URL in angle brackets.

Required tab: call to action

- Adoption and roll-overs
- Request an exam copy
- Email with questions or contact your Pearson representative
- Thank you

Important notes:

- Once submitted, only technical changes are accepted, such as moving the box that shows what is being highlighted—NONE to copy
- Any changes to copy increase cost beyond base price
- Once storyboard is final and assets are delivered, final product will be done in 10 business days

Standard placement of finished projects:

- The text's Web Catalog page (Take a Closer Look tab)
- The appropriate course page for the book
- If an online tour is also done for the text, a link and banner will added to the tour
- This Web page provides a ongoing list of completed FlashPoint projects with URLs: www.pearsonhighered.com/showtell
- The FlashPoint is added to the HEPM as a tour associated with the book

Standard URL:

Prior to 1/15/2008: www.aw-bc.com/showtell/authorname

As of 1/15/2008: www.pearsonhighered.com/showtell/larson_0132424339

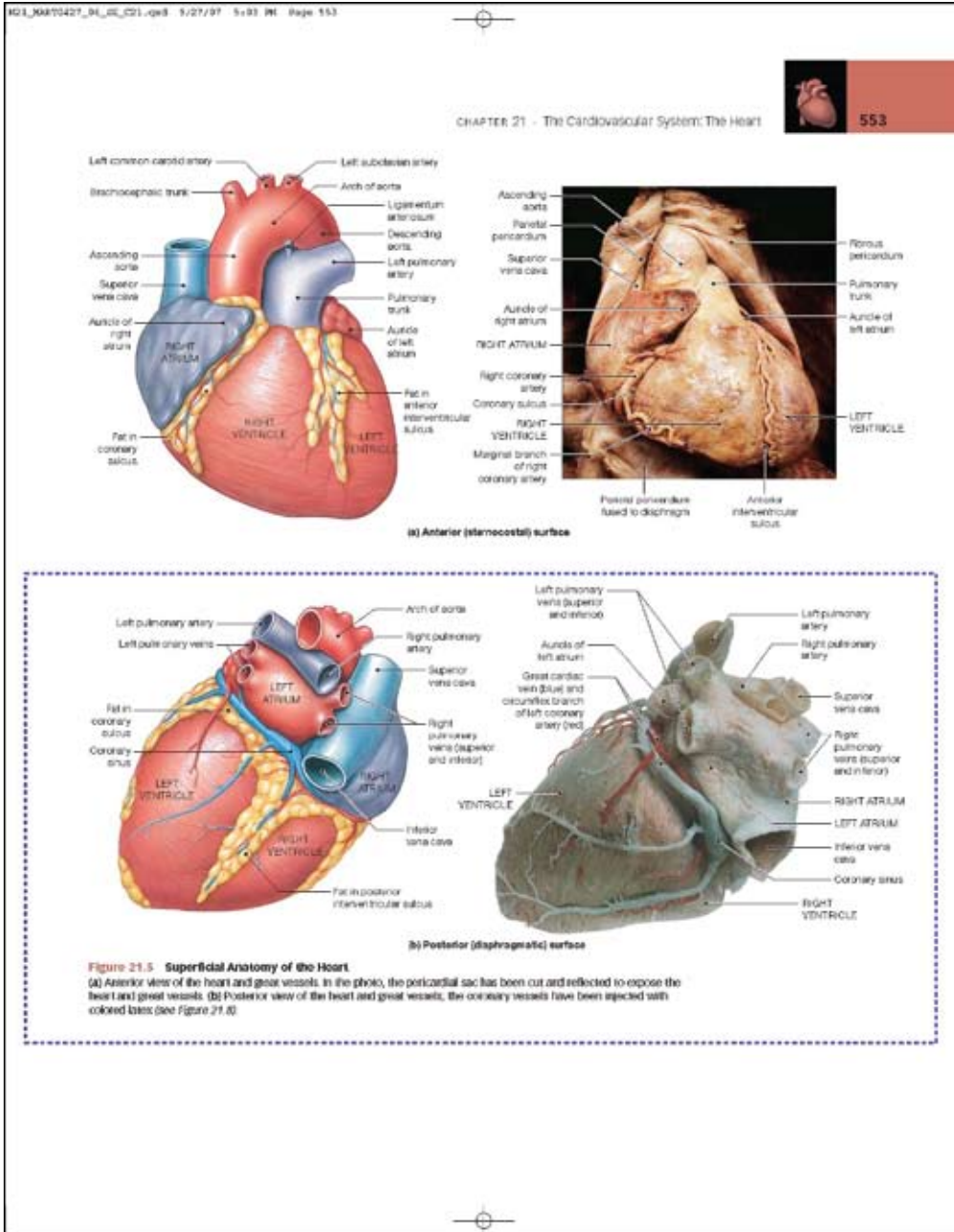
Sample FlashPoint Projects:

To view completed FlashPoint projects, visit www.pearsonhighered.com/showtell

This page is for your internal use only and is not to be used for SmartMail or email links.

Sample Tearsheet for FlashPoints

Blue dotted line marks an area of a book page to be zoomed in on.



Sample Tearsheet for FlashPoints

Blue dotted line marks area to be zoomed in on. Red solid line marks area for red highlight box with leader line to text box.

New! Media Manager 2.1

All Instructor Media Resources in One Convenient Place

The Media Manager organizes all instructor media resources by chapter into one convenient and easy-to-use package.

New to Media Manager 2.1:

- A "shopping cart" functionality that allows instructors to quickly search, select, and download any item
- "Quiz Game" chapter reviews (in PRS-enabled Clicker Question format) that encourage student interaction and facilitate discussion
- More than 50 new 3D Anatomy Animations with Galleries (in PRS-enabled Clicker Question format) that focus on hard-to-visualize anatomical concepts, especially muscle actions and joint movements
- 3D Animations of Origins, Insertions, Actions, and Innervations that help students understand these topics

Lateral view

The Skull and Associated Bone

Figure 6.2.1: Cranium and facial skeleton of the skull

Customizable PowerPoint® Lecture Slides

The Media Manager also includes:

- Customizable art including all illustrations and photos from the textbook. The optional Label Edit feature allows instructors to choose which structures to present.
- All tables from the textbook.
- A bank of additional images (not in the textbook) including MRI/CT scans, histology slides, and muscle origins and insertions.
- All images from Marlin's Atlas of the Human Body.
- Select Interactive Physiology (IP) slides on anatomy topics.
- Active Lecture Questions that stimulate effective classroom discussions and check comprehension, in PRS-enabled Clicker Question format.
- Customizable PowerPoint® Lecture Slides, available for every chapter, combining lecture notes, illustrations, photos, tables, and animations.
- The Computerized Test Bank.

Quiz Game Chapter Reviews

The Instructor's Resource DVD for PAL 2.0 include tabbed and unlabeled images from PAL 2.0 in both JPEG and PowerPoint® formats. The PowerPoint Label Edit feature, with editable labels and leader lines, is built into every image. PowerPoint image slides include embedded links to the relevant 3D Animations of Origins, Insertions, Actions, and Innervations.

Media Manager 2.1

FlashPoint Procedures and Life Cycle Chart



FlashPoint Procedures

What is a FlashPoint?

FlashPoints are new interactive, online “tabbed walkthroughs” of a particular title or series using PDF pages from the book and/or screenshots of available technology products. Samples are captioned to give the viewer a short tour of the hottest features and benefits of the book or series. FlashPoints reside on product pages within the online Web catalog. “Zoom” and “Highlight” features allow viewers to focus on any element of a page, ensuring readable content. The FlashPoint’s pointing hand (the cursor) allows viewers to move the page and content around for viewing a specific area. FlashPoints can link out to any site or asset, as well as integrate video and audio for a more effective user experience.

What are FlashPoints good for?

- Giving someone a sense of looking through the actual book
- Visualizing new features
- Highlighting pedagogical features
- Providing links to technology resources
- Replacing the need to distribute exam copies of the text

What information do I need before contacting MC2?

All FlashPoint candidates must have:

- A complete and final SMP
- A live page on the Web catalog
- A final cover
- Final high-res printer PDFs that Production provides
- Approval from the Director of Marketing
- Five weeks of available time from the point of the initial planning meeting
- Ideas of how the FlashPoint will be laid out

Important notes

- Each FlashPoint is limited to six tabs and four boxes within each tab (for a total of twenty-four boxes). The final tab is required and includes adoption information, exam copy request options, and links to contact the respective marketing department and local sales representative.
- If the FlashPoint URL will be featured in a print piece, the URL must be live before the piece is printed.
- If the author(s) will be reviewing the FlashPoint, allow additional time in the review schedule.
- Once a storyboard is final and assets are delivered, the final FlashPoint will be complete in two weeks.
- Once submitted, only technical changes (such as moving the placement of a box) can be accommodated. Changes to copy will result in increased cost and time.

preview online!

Look inside...

take an interactive walk through this book!

www.pearsonhighered.com/showtell/timberlake_0136019706

If a print piece is created for the text, this banner will be displayed with a call to action that will send readers to the FlashPoint URL.



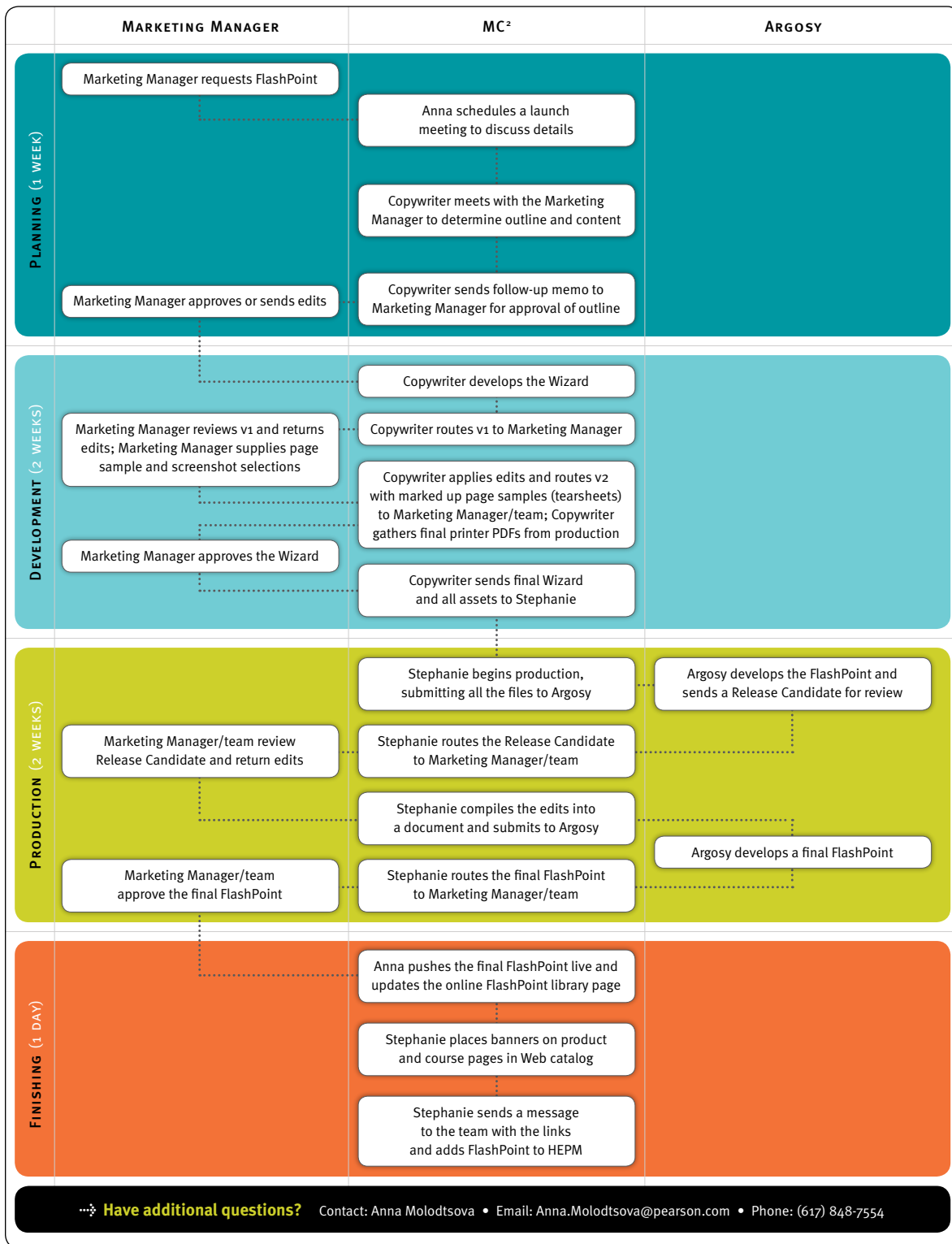
A call-to-action banner is displayed on the book's online Web catalog page to invite viewers to explore a text using its FlashPoint.

Author	Title	Status	Direct Link	Tracking Metrics
Chemistry				
Author(s)	Timberlake, Tim	Approved	www.pearsonhighered.com/showtell/timberlake_0136019706	
Title	Chemistry, 10e		www.pearsonhighered.com/showtell/timberlake_0136019706	
ISBN	9780321970610			
Category	Chemistry, 10e			
Category/Program	Chemistry, 10e	Approved	www.pearsonhighered.com/showtell/timberlake_0136019706	
Market	Market: US/Canada/International			
Market	Market: US/Canada/International			
Program	Market: US/Canada/International			
FlashPoint	FlashPoint: US/Canada/International			
Plan	Market: US/Canada/International			
ISBN	9780321970610			
ISBN	9780321970610			

A comprehensive list of FlashPoint projects, their status, direct links to completed FlashPoints, and (if available) tracking metrics is available at www.pearsonhighered.com/showtell. Please note that the page at this URL is for internal use only.



A different call-to-action banner will be posted in the rotating banner area on the book's course page.



Using PAL-Projects for FlashPoint File Transfer

Your first step is connecting to the MC² folder on PAL-Projects, at:
<http://palp-us1.pearson.com/livelink/livelink?func=ll&objId=53876267>

You then have the choice of uploading an entire folder already on your computer or creating a folder and uploading one file at a time. Directions for both are described in the following pages.

FlashPoint files and folders

For consistency as well as development needs, every FlashPoint should use the following folder structure:

- **FlashPoint project folder** named **authorlastname_10digitISBN** (this will be the end of the final URL)
 - **Wizards:** although you will rarely need to submit more than one, the final wizard post-development will also be archived here
 - **Tearsheets:** for the final marked-up tearsheets; please provide separate PDFs of each page as well as a single merged document to speed up development time
 - **PDFs:** for the final high-res chapter PDFs
 - **Images:** for covers, photos, etc.
 - **Corrections:** empty for now, but will archive .doc files of corrections to the release candidate

Inside the MC² folder is a main FlashPoints folder for the current year—upload any new FlashPoints there.

- Remember to remove any illegal characters from folder or filenames:
- Do not use any punctuation except periods—commas, semicolons, apostrophes, etc.
- Remove any periods (.) from the beginning and ends of folder and filenames.
- Remove any leading spaces or trailing spaces from the beginning and ends of folder and filenames. (Ideally, avoid using any spaces in folder or filenames.)
- Other illegal characters include (but are not limited to): \ / * < > @ # % : |

Uploading multiple files at once

PAL calls this “Bulk Ingestion.” You upload your files to an FTP site, point PAL to that FTP site, and it pulls in the files. Downloading multiple files using PAL is called “Bulk Fulfillment,” and works in much the same way.

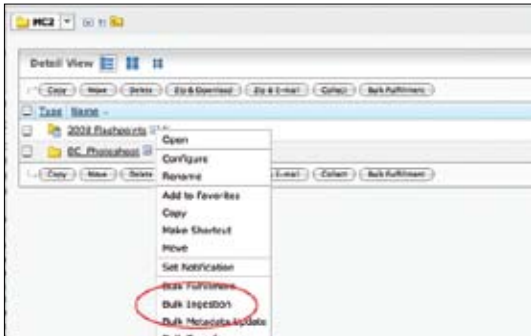
This is the easiest method of uploading a set of files to PAL, especially the initial transfer of final files for a FlashPoint, since it allows you to create the file structure on your computer and simply send it to PAL.

Note: The following instructions use the PAL-Projects FTP “group account” for Benjamin Cummings. You can also log into a personal PAL FTP account, using the server 168.146.145.238 and the same username and password you use to log into PAL-Projects.

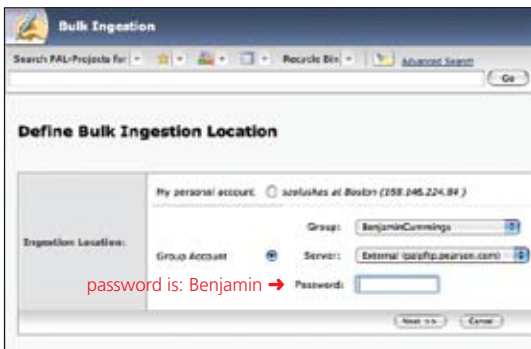


1. The first step is to upload your files to the FTP site. Log into the FTP site as shown in the screen shot at left. All information is case-sensitive. Your files should already be in the standard folder structure (see above). Once you're connected to the FTP site, create a new folder in the "Ingestion" folder; then upload your entire FlashPoint (authname_10digitISBN) project folder into this new folder.

Note: PAL uploads only the contents of your selected folder, not the folder itself—so the extra folder “wrapped around” your project forces PAL to upload your FlashPoint (authname_10digitISBN) project folder.



2. Once your files are uploaded, log into PAL and go to the MC² folder. Click on the arrow icon next to the “2008 FlashPoints” folder and choose the “Bulk Ingestion” option.



3. Now you're going to point PAL at the FTP site that you uploaded to earlier. Choose the “Group Account” radio button. Select the “BenjaminCummings” group and the “External” server; the password is Benjamin (case-sensitive).



4. The next screen should allow you to choose your folder from the drop-down list, as shown. The other checkbox options can remain as-is.

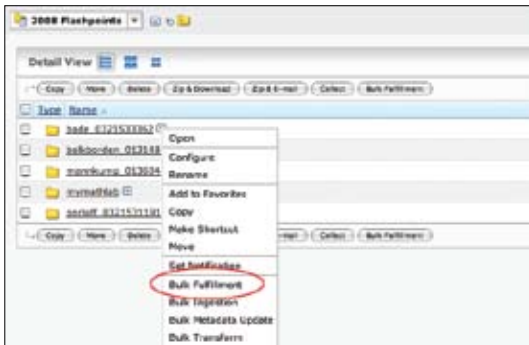


- Once you click “Submit,” PAL will start processing your upload request, copying the files from the FTP site into the PAL folder.

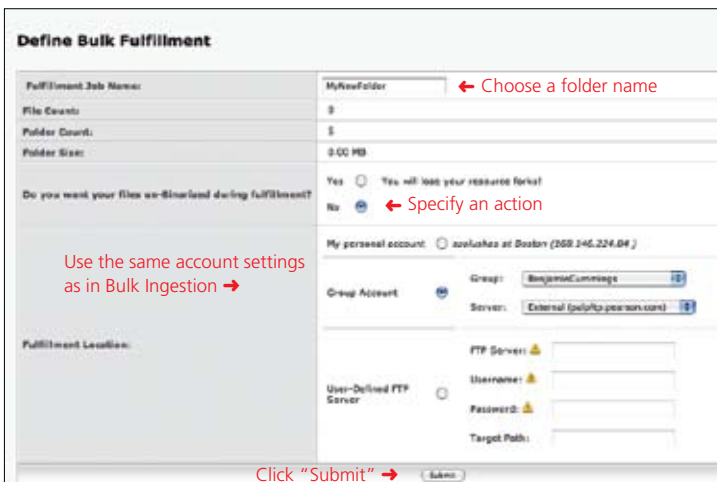
When the process is complete, you will receive an automated email which includes a link to your uploaded folder. You do not need to go back to the FTP site to delete the files you uploaded—PAL will automatically remove them.

Downloading multiple files at once

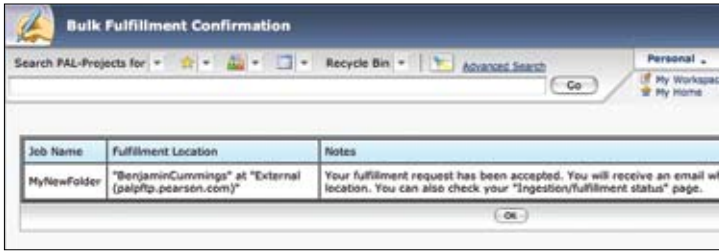
PAL’s “Bulk Fulfillment” option is the opposite of bulk ingestion—it enables you to select a folder in PAL, then alerts you via email when you can log into the PAL FTP site to retrieve your files.



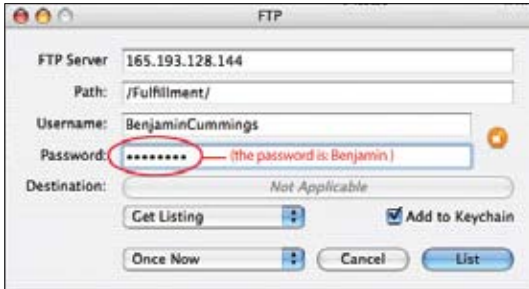
- Click on the arrow icon next to the folder you want to download and choose the “Bulk Fulfillment” option.



- Now you need to tell PAL where to put the files you’re requesting.
 - Choose a folder name. The folder you chose in Step 1 will be placed inside a folder with the name you choose here.
 - Specify an option for un-Binarizing files (usually “No”)
 - Choose the “Benjamin Cummings” group account and “External” server.
 - Click “Submit.”



3. Once you click “Submit,” PAL will start processing your download request, copying the files from the PAL database to the FTP site. When the process is complete, you will receive an automated email which directs you to the FTP site to download your files.

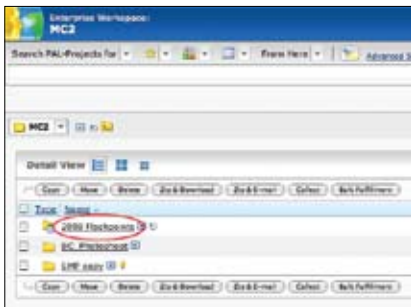


4. The last step is to retrieve your files from the FTP site. Log in as shown in the screen shot at left. All information is case-sensitive. Your files will be waiting in the folder you named in Step 2; just download them to your computer.

You can also create an individual folder or transfer a single file. This would be a time-consuming method to upload a set of FlashPoint files, but if you need to upload one or two items, this might be a useful option.

Creating a new FlashPoint folder

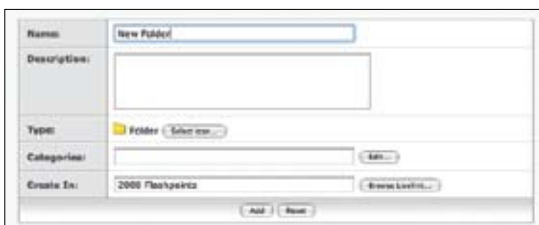
In this example, we’ll create a new FlashPoint project folder; use the same steps below to create a folder in your desired location.



1. Navigate to the PAL MC² folder and click on the “2008 Flashpoints” folder.

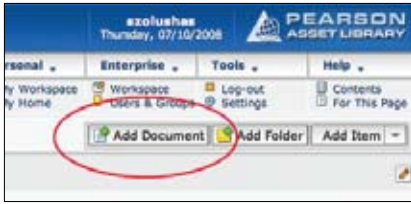


2. Click the “Add Folder” button.

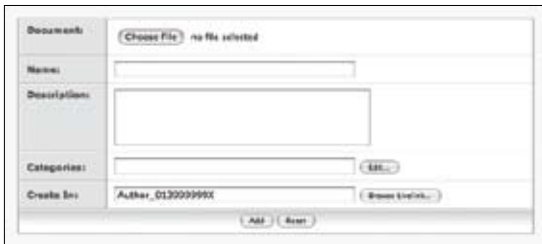


3. Choose a name for your folder and click “Add.”

Uploading a single file

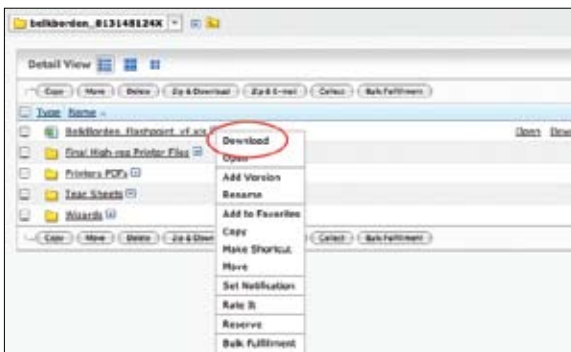


1. Navigate to the folder you want to upload a file to. Once you're in that folder, click the "Add Document" button.



2. Use the "Choose File" button to select the file on your computer that you wish to upload. The three fields below that—Name, Description, and Categories—are not required. Once you click "Add," the file will be saved to the PAL folder.

Downloading a single file



To save a single file to your computer, click the arrow icon next to the file you want, and choose the "Download" option.

The file should download directly through your Web browser.

Media Project Process and Timetable

Media projects include interactive product demos and Flash projects. Unlike static projects such as print brochures and static websites, multimedia projects (Interactive Demos and Flash) go through a series of additional steps before they are ready for launch. In addition to conceptualizing, copy writing, designing, and routing, multimedia projects also include the added steps of design rendering, preparation of assets, importing of assets into the multimedia application, multi-frame animating, front-end development, back-end development, testing, and rendering for delivery. The final piece is often delivered via the Internet, which also requires the creation of a Web page to embed the project in. It is for these reasons that the following process will play an integral role in the successful outcome of a project.

Multimedia Project Timetable

1. **Single animation:** 6–10 working days
2. **Interactive project** (no voice over, no controllers, no video or audio): 15–25 working days
3. **Multi-level interactive project** featuring interdisciplinary media components such as video, audio, narration, controller functionality, interactivity, advanced animation: 30+ working days

Getting Started

Phase I: Outline

During the initial launch meeting the client should provide MC² with a bulleted list of key points they wish to hit upon in the demo.

Phase II: Script

MC² will apply the outline to the current online demo template which will be given to the assigned copywriter to produce a first draft voice over.

The first pass voice over will be routed to the client to ensure that the messaging is appropriate and consistent with the overall product marketing strategy.

Phase III: Storyboarding

The script will then be routed to MC² who will work with the client on describing what visuals should go along with the script. It is likely that text will need to be added/subtracted so it is recommended that a copywriter be present or sign off on Phase III storyboard.

Phase IV: Design / Animation approval

Basic graphic storyboarding is built into the lifecycle and includes:

- A look and feel style design comp, written directions regarding the behavior of animations, one sample animation.

Advanced graphic storyboarding:

- Storyboarding requiring more than one animation sample and/or multiple design comps will add 5–7 days for each additional animation, and 3–5 days per static design comp.

Phase V: Routing

Upon completion of Phase IV, the storyboard document is ready to be routed to the client team for approval.

Once a media piece moves from Storyboard to development phase any changes will result in extending the deadline.

Depending on the extent of the changes, it is possible that a project will need to be restarted. It is critical that the storyboard be 100% final—beyond any reasonable doubt.

Assets

- PDF assets should include embedded fonts, you may optimize for fast Web viewing.
- Please allow 7–10 business days for securing professional voice over talent.
- Supplied audio files should be in .Wav or .Aiff format. MP3 is acceptable upon prior approval.
- Only final assets should be sent to the developer of a multimedia project. Due to the intricate nature of multimedia projects it is not feasible to replace assets such as graphics, copy, audio and video. Unavoidable situations occur that require certain assets to be replaced. In the event that asset replacement cannot be avoided please allow 5–7 days per asset change. In some severe cases, asset swapping could result in the need to start a project from the beginning.

Storyboarding

Storyboards are graphic organizers such as a series of instructions or images displayed in sequence for the purpose of pre-visualizing a motion graphic or interactive media sequence. Storyboards can be as basic as written instructions for how a motion sequence should appear or as intricate as a multi-graphic step through. The storyboarding process can be a time-consuming and laborious process in and of itself often taking weeks to complete. One might think of an in-depth storyboard as a multi-page brochure featuring text and images. Such a project could take up to 20 working days to complete. For these reasons the storyboard is often the first step to be abbreviated when working on time sensitive projects.

Ideally the storyboarding process should include the designer/developer/copywriter and any key decision makers involved in the project.

Evolution of a Storyboard

The storyboarding process should begin upon receipt of the near final script. Often times the script will need to be amended to allow for more or less time for an animation to run its intended course.

Common Online Terms and Definitions

The following terms will be familiar to readers, but are listed here for completeness:

CGI The Common Gateway Interface

CSS Cascading Style Sheets

HTML HyperText Markup Language

http HyperText Transfer Protocol

URL Universal Resource Locator

W3C The World-Wide Web Consortium

WWW The World-Wide Web

Vignette The content management tool used to create dynamic Web pages that appear on aw-bc.com

Static Web pages that are created and maintained by an individual