

PREPARING YOUR TEXT MANUSCRIPT

PREPARING AN OUTLINE

The first step in developing your on-line content will be to prepare an outline for your module by section and topic. The outline is the blueprint for building your product modules. By preparing an outline and following it, you can eliminate organizational problems and inconsistencies while managing your word count, screen count, and media program.

A good outline will apply an organizing principle to your content, allowing you to present information in a logical and consistent manner that helps the learner understand the subject matter and its relevance.

A solid outline is also critical for contributed books, so each contributor is clear on the content that is to be covered and in what chapter.

SETTING SECTION AND TOPIC LEVELS

Each level of your outline should coincide with the Modules, Sections, and Topic screens you plan to use in your template. You can think of these as Book, Chapter, and Headings in a traditional book or paper. Each Module, Section, and Topic should have a distinct number and title. Topic titles should support the section title.

TEXT HEADINGS

If you need to organize text below the Topic level, you should clearly code your heading levels as follows:

/H1/ [For a first-level heading]

/H2/ [For a second-level heading]

Make sure that you do not create an outline so in-depth that you cannot expand it with textual material *within the 300-word page limit*. Limit the levels of your outline to Module/Section/Topic/H1/H2.

Each Module, Section, Topic, or text heading level should be followed by text or media before another level head is introduced.

USING YOUR CONTENT DEVELOPMENT TEMPLATE

Type your content directly into the **ATEP CONTENT DEVELOPMENT TEMPLATE**. The template contains space to record virtually all of the information Delmar needs to transform your words and media into a functional on-line learning environment.

The ATEP writing template clearly delineates the different types of elements to include in each module, section, and topic, such as Prerequisites, Learning Objectives, Teacher Hints, Vocabulary, and Assessments. You should take care to populate *all elements* at every module, section, and topic level. Your attention to these details will ensure consistent pedagogy between authors and across teams.

Following are best practices for creating your text passages in the template:

- With a few exceptions, there is no reason to use any special fonts, type colors, highlighting, text boxes, shading, or other special formatting. Exceptions include:
 - ▶ Use **boldface** type to indicate key words that you intend to define in the vocabulary section.
 - ▶ Use *italics* for emphasis.
- **Text tables and figures:** Include any tables or typeset figures (that is, figures that do not require any special art treatment) in the *text column* of your writing template. Type tables or figures at the point you want them to appear in the text.
- **Use lists:** Lists can be numbered, unnumbered, bulleted, or alphabetized. Use the LIST features in your word processing program to format the list. Set off lists from text copy with a double space before the first entry and after the last entry.
- **Mark figure or media placement** in the template by double spacing and typing the instruction on a separate line, following the paragraph where the figure is first cited. For example:

[Fig. 1-1 here]

PREPARING ARTWORK AND MEDIA

Compiling a media program is often the most challenging and time-consuming aspect of completing your project. The time you invest in researching and preparing your illustrative material will have a direct impact on the success of your publication. A thoughtfully prepared art program can add immense value to your text and become a powerful sales tool. Further, a complete, well-researched and well-prepared media program will help your production team bring your text to the market during its optimal sales window.

During the preparation of your art program, you will organize your art in two separate but

important ways:

- **You will create an *art manuscript*:** Your art manuscript provides a visual representation of every media element in your text, from original pencil sketches to still photography to video stills. The art manuscript will also provide important instructions for the artist, photo researcher, and compositor. The ATEP writing template allows you to integrate your art manuscript with your text. You can paste thumbnail images of your media elements into the template electronically.
- **You will manage your original *media files*:** You will most likely submit some electronic art files that are production-ready. Files embedded in a Word document are an important reference tool, but they are not usable for production. Therefore, you will need to maintain your original source files in their original formats in a separate folder. Details are provided below describing acceptable electronic formats for publishing, and how you should name and manage your electronic art files.

Getting Started

First, you should review your topic outline to determine how much and what types of media you have budgeted. Do not hesitate to contact your Product Manager to discuss the amount and type of art you want to use. She can help you determine where your art should come from and what you'll need to provide for new original art. Don't wait until the first or final draft to put together your art manuscript. Begin compiling your art program when you start outlining your product. As you outline each chapter, brainstorm for possible figure ideas by asking yourself:

1. Would an illustration/video/animation help the end user understand this concept?
2. How can I use media assets to reduce and replace text?
3. Would a slide show or art sequences be valuable in defining a process or developing an effective visual narrative?

Create a list of all possible media assets, budgeting your art program across topics according to the quantities listed in your outline. Once you have established the possible assets to include, you will need to ensure (1) the quality of those figures is acceptable, and (2) you can secure permission to republish the assets.

Gathering Your Media

As you refine each topic, consolidate your media list by responding to these questions:

- Have you identified the figure's original source?
- Is permission required? (You will need signed copies of Delmar Cengage Learning's standard permission form for *every third-party asset*. If your images include people, you will need Delmar Cengage Learning's Model Release form.)
- Is there a fee involved to obtain permission? Is there a duplication fee to obtain the file itself?

- Have you properly identified the art file with a text figure number?
- Did you include a **caption** with a **courtesy line** identifying the source in the template?
- Are you tracking to the number of illustrations and media in your topic outline?
- Have you prepared pencil sketches or provided a reference image for any new **line art** to be rendered?
- Did you attach a photocopy or tearsheet example for the artist as a reference if your sketch is not clear? Note on the included example, “For Reference Only,” because a direct pickup requires permission. We look to you, as the content expert, to give the artist guidance. Your sketch or representation is the beginning of the process. If you find a representation that is not totally accurate, please note on the copy what is wrong and how it should look.
- Have you provided appropriate representation of cultural diversity?
- Have you included figures from other texts or on-line sources? If you did, provide all source information (include title, author, ISBN, publisher, copyright year, figure number, and page number for reference. For other types of publications, also include the specific company and year published). Avoid using competitive titles for examples.

Preparing figure captions: Your media elements will most likely benefit from descriptive captions. Virtually all media elements from third-party sources require a courtesy line, copyright, simple credit, or source citation. Please include your captions and courtesy lines/credits/citations where indicated in the writing template.

Your Final Media Program Must Include . . .

- A thumbnail representation of each media element in the module template. Be sure that pick-up source information is included (Delmar title, ISBN, page #, figure #).
- A placement indication for each media element within template text
- Original source files, named with text figure number.
- A caption for every media element, including courtesy lines for supplied images.
- A completed Asset Control Sheet.
- Complete permission file (including Model Releases).