

Special Edition Pre-press Services



WHO ARE WE?

We are a London-based consultancy offering an-integrated editing and typesetting service for the publishers of books, journals, company literature and other printed material. This includes on-screen copy-editing, specialist typesetting, design, page layout, proofreading and project management. This booklet summarizes the information on our website in a convenient format for printing and filing, but the website contains more details about us and the services we offer. Contact details are given on the last page.

WHAT DO WE DO?

Our main line of business is taking projects through all the pre-press stages of production, from receipt of an author's manuscript to supplying fully edited, typeset, made-up and proofread pages. However, we are happy to accept commissions that require only one element of the production process – for instance, proofreading or copy-editing.

Our dual roles of editor and typesetter enable us to eliminate much duplication of work and to retain editorial and typographical control of a project at all stages in its production. The benefits to our clients – large company and private individual alike – are a consistent approach, a guarantee of quality, a full project management service and considerable savings in time and costs.

With many years of editorial experience and science and arts degrees between us, we are able to accept a very broad range of commissions. The tools of our trade are Macintosh computers running QuarkXPress, InDesign, Illustrator, PhotoShop and MathType for all editing and design work.

WHY SHOULD YOU USE US?

Advantages of using an integrated service

- Speed (and cost). It usually takes less time to scan, edit and typeset a manuscript than it does to edit it and mark it up by hand or code the text with a word-processor for subsequent typesetting.
- Efficiency. There is only one set of instructions for the client to give, and duplication of work between editor and typesetter is avoided.
- Added flexibility and control in copy-fitting decisions. Images can be resized or repositioned to allow the incorporation of extra text. In design-critical layouts text can be expanded or shortened to fit its allotted space.
- Authors' queries are resolved more easily and corrections are quicker to implement. Authors from, say, the USA can respond by e-mail to editorial queries overnight and receive corrected and typeset proofs as PDF files by the following morning.

Advantages of using Special Edition

- We have many years of editorial and typesetting experience.
- We are committed to high standards of quality.
- We use the best tools for the job.
- We have degrees in English, French, geology and mineral exploration between us, so can tackle a broad range of subjects.

On the following pages, we describe some of our services in more detail.

EDITING

We aim to achieve the highest possible standards in our editorial work, while recognizing that clients' requirements and/or budgets may differ markedly. We can undertake to edit at any level from checking for basic errors of grammar and spelling to working with an exacting house style or rewriting text by non-native English speakers. Our editing is on screen, using authors' disks (or scanning typescripts if no disk is available), and we specialize in providing an integrated editing and typesetting service. A guide to what are often considered to be light, normal and heavy levels of edit is given below.

LIGHT EDIT

For new editions of previously published material or where minimal intervention is requested:

- Correct faulty spelling, grammar and punctuation.
- Ensure consistency of style in spelling, punctuation, hyphenation, capitalization and use of articles in headings and consistency of presentation.
- Anglicize American spelling (if requested).
- Check cross-references to sections, figures, tables and pages.
- Check numbering of figures and tables.
- Check numbering of references and footnotes.
- Query out-of-date statements.
- Check Table of Contents for completeness and agreement with text headings.
- Scan indexes, glossaries and lists for inconsistencies and errors.

NORMAL EDIT

Additional to the services listed under 'Light edit':

- Ensure consistency in use of numerals, units, abbreviations, lists, italic/bold face.
- Edit to conform with client's house style (if applicable).
- Convert units as necessary.
- Improve choice of words/phrases and linking passages, where appropriate, to ensure overall clarity, readability, fluency and consistency.
- Ensure that artwork, captions, labels, headings and text agree in matters of spelling and content and are consistent in presentation.
- Ensure that the text does not contradict data in tables and graphs.
- Query tabular matter that merely duplicates data plotted in graphs.
- Query inconsistent or incomplete references, footnotes and bibliography.
- Check the heading hierarchy/structure and ensure consistency of style and presentation.

- Check accuracy of arithmetic/conversions.
- Query libellous statements.
- Check accuracy of dates, proper names, place names and titles as far as they can reasonably be checked in standard reference books.
- Check that appendices, glossaries, indexes and other endmatter are complete and consistent in style and content with the rest of the material.

HEAVY EDIT

Additional to the services listed above:

- Rewrite to eliminate verbosity, clumsiness or vagueness of expression and clarify ambiguous or confusing statements.
- Rewrite to eliminate non-sequiturs, redundancies, repetitious passages and unnecessary use of jargon.
- Suggest areas where deletions, expansions, re-ordering of passages or other amendments would improve the coherence, logic and structural organization of the text.
- Supply (where possible) missing information in bibliographical references.

NON-NATIVE ENGLISH

The texts of non-native English writers will be edited to conform to an acceptable standard of English. Such editing is likely to be classed as ‘heavy’ unless the author has an excellent command of English.

TRANSLATION

We offer translation from French into English and can prepare concurrent versions of editions that are to be published in both languages.

DESIGN, TYPESETTING AND PAGE LAYOUT

DTP stands for ‘desk-top publishing’, which conjures up images of parish magazines, newsletters and flyers, run off on a cheap inkjet. We prefer to think of DTP as ‘design, typesetting and page layout’. Our advanced and sophisticated software (which includes QuarkXPress for Macintosh) enables us to design and typeset any form of publication, from a simple leaflet to complex, fully illustrated books running to several hundred pages.

Clients feed us with the various components of their intended publication (text, photos, sketches, tables, etc.) and we produce fully made-up pages. We can create designs to clients’ specifications or match the designs of existing titles. If new designs are required, we discuss the possibilities, liaise with photographers and/or artists and prepare mock-ups.

Tables, complex mathematical equations and chemical formulae are all set to the highest professional standards. Line drawings, graphs, charts and logos can be redrawn in a graphics program for direct incorporation in the electronic page. We scan photos and slides for positioning and proofing purposes, but we leave the final reproduction of photographic material to our clients’ printers.

Our extensive experience in publishing means that our clients get ‘intelligent’, error-free typesetting. The high level of typographic control offered by our software ensures that the end-product is accurate, consistent, legible and pleasing to the eye. We avoid widows, orphans, excessive or inappropriate word-breaks, ugly type-faces and poor character spacing. We are meticulous with our ‘en’ and ‘em’ rules, ellipses and thin spaces, and know how to enhance a publication by judicious use of ligatures, small caps, kerning and other typographical adjustments and refinements. Samples may be downloaded from our website.

SPECIALIST TYPESETTING

We typeset many kinds of material, using all manner of characters and symbols, but we specialise in the kind of precision work that requires an eye for detail, an analytical mind and the discipline to adhere to the proper standards for presenting the subject in question. These requirements are especially important for technical publications.

Mathematical typesetting is one of our specialities. We know how to make complex formulae look clear and pleasing to the eye of their intended readership.

With Special Edition you can be sure that all assertions, assumptions, corollaries, definitions, lemmas, proofs, propositions and theorems will be set to the highest professional standards.

Q.E.D.

ARTWORK

We produce line drawings, graphs, charts, maps, logos and other illustrative figure work in a graphics program as encapsulated PostScript files for direct incorporation in the electronic page. We can reproduce originals as they are or amend them to match a specific design. We can also create finished artwork from rough sketches. Once the illustration has been digitized it can be re-used, edited, scaled, re-sized, tinted or otherwise modified.

By drawing and editing illustrations ourselves (or editing the graphic files supplied by authors) we gain added flexibility with the page design, avoid copy-fitting problems and ensure that all the elements of a publication are consistent and well integrated.

WORKING PROCEDURES

In a typical project we take an author's manuscript – either as hard copy to scan or, preferably, as wordprocessor files – and produce final edited and typeset pages which are then output to film for plate-making.

The various stages are outlined below. This is our usual method of working, but it is flexible and can be adapted to suit the client's own methods.

Preparation

We discuss the format and design of the publication with the client and, for new designs, prepare templates and mock-ups. Authors' disk files are converted and checked against the typescript. If the author cannot supply disk files, we scan the typescript (at a small extra charge). Illustrations, photographs, diagrams and other artwork are scanned for positional purposes and, if necessary, relettered. Tables are keyed in or converted. We can redraw line-artwork on computer if required.

First proofs

We import the wordprocessed files into a template using QuarkXPress or InDesign software. The text is then copy-edited on screen, and queries to the authors are set in the margin alongside the passages that are being queried. We send the edited text (laser-printouts or PDF files via e-mail) to the author, together with proofs of tables, illustrations, captions, etc. for correction. For very straightforward material we dispense with first proofs, instead producing rough page-proofs.

Page-proofs

Once the author's proofs have been returned, queries dealt with and corrections input, the galleys, illustrations and tables are made up into page-proofs. If text needs to be shortened or lengthened to fit, proofs can be sent to the author at this

stage, with suggestions or requests for cuts and fills. We also send page-proofs to the client for approval. The number of revised proofs produced before passing for press depends on the complexity of the material and the extent of in-house and authors' corrections. Proofs are generally sent by e-mail as PDF files.

Prelims and end-matter

Prelims, end-matter, indexes, appendices and so on, are prepared, typeset and approved by client and/or author as necessary.

Output

Disk files (usually in PDF format) with printouts are sent to the repro house or printer for output to film. There are several methods for final reproduction of the illustrations, and we shall not attempt to cover that subject here.

Terms

We work to an hourly rate or a page rate, whichever our clients find more convenient. If asked to complete a project on the basis of a flat fee and it becomes apparent that the fee will be insufficient to allow completion of the work to the required standard in the time allowed by that fee, we reserve the right to renegotiate the fee or to tailor the work to suit the budget. Our rates are available on request. Black and white printouts are charged to the client at 8-pence per page. Colour printouts are costed individually. Most clients prefer to receive proofs by e-mail as PDF files and print them on their own equipment.

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