

RR DONNELLEY

**BOOK PUBLISHING
SERVICES**

**MULTI-VERSION GUIDELINES FOR
EDUCATION TITLES**

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MULTI-VERSION GUIDELINES FOR EDUCATION TITLES

INTRODUCTION

State-specific versioning is becoming increasingly complex requiring specific guidelines. Education titles with state versions may continue to print for several years with new versions added and existing versions updated at any time. The following guidelines are designed to help ensure that files built today will continue to be efficient throughout the life of a title.

These guidelines may also be used for creating copyright year changes and edition changes such as pupils, instructors, micro, macro, etc. These guidelines may not be appropriate for trade and catalog titles and do not replace established version building practices for this type of work.

FILE CONSTRUCTION

1. Version basics.

- a. Version files may contain common content with additional layers of state or edition annotation content prepared in spot colors. This will result in some colors being common to all versions and some colors being uncommon and requiring plate changes when printing.
 - b. Version files may be completely unique and have no common content resulting in new plates for each signature.
 - c. A title may contain a mix of these files that vary in usage from signature to signature.
 - d. The publisher is responsible for identifying to the printer how the versions are set up on each page and is responsible for ensuring accuracy and completeness of content when making corrections.
2. **One set of files for common content.** All versions should originate in one set of files. The original files should be updated and used to create the new versions while maintaining the integrity of previous versions. This enables the publisher to keep common content in the same page.
 3. **Define what is version specific.** It is critical that version changes affect only version specific content. Introducing version changes to colors that had been common in previous printings either causes version content to be mixed or requires multiple plate changes.
 4. **Building state specific layers in common base content pages.** State specific content should be prepared as a spot color layer within common base content pages and the spot color should be named by the state name ("FL Blue", etc). This name must be consistent throughout all files for both the first printing and any correction pages supplied later. Any future versions created from the same base files must continue to use the same color naming convention. **Do not build layers that contain only the spot color.**
 5. **Setting up spot colors.** Each version change should be defined by only one spot color per process color channel. For example, Florida state specific elements should be created **ONLY** in FL Blue without using a combination of colors to create the edition specific content. There should not be Blue elements created in any other spot color (Florida Blue, Blue FL, etc) to be used in the Florida version. Versions or editions may use more than one process color channel.
 6. **Spot color and file identification.** Use state postal codes as the naming convention for both spot color names and file names for state specific files.
 - a. Files should not contain any Spot Colors other than those that define Versions. Any elements that are common to all versions should be built as 4/c Process, not Spot Colors.
 7. **Four color unique pages.** If the version change involves a unique page change (beyond just a one-color plate change to add state-specific annos) single page files should be supplied separately for *only* the unique pages, and the file names for those pages must include the state version name ("page 53 FL", etc.). If a file name does not contain a state specific name, it will be used as a common page to all versions. For example, "Page 53 FL" will be used in the Florida version and "Page 53" will be used in all other versions.
 - a. State specific files unique to only one version should be made of 4/c process colors only and should not contain spot colors for that state, though they may contain spot colors for instructor's annotations.
 8. **File names.** At the minimum, include in the file name the folio of the page (or page range if multiple pages per file), state specific, copyright or edition identification (if appropriate), title identification. Correction files should be additionally named CX to distinguish them from original files.

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9. **Copyright changes.** Copyright changes may consist of any of the following scenarios:
- Limited to a single copyright page change.
 - A change in one or two consecutive signatures adds or replaces content.
 - Random page changes throughout the book.
 - Complete content change with separate files for all pages.

Copyright changes are usually supplied as unique files although they may be layered in certain circumstances. Follow the above file preparation and naming guidelines. If a copyright change involves mostly new content with few pages in common with the previous copyright consider supplying all new files. Contact your Donnelley Customer Service Representative for guidance.

FILE INFORMATION

1. **Color mapping information** should be included with files and should clearly indicate the version color names that are used to create each version.
2. **File mapping information (aka book map)** should be included and should clearly state which pages are changing from one version to the next.

FILE SUBMISSION

1. **Test files.** Sending a minimum of thirty-two pages containing all layers, editions, design elements well in advance of final files due will help identify problems in file preparation. Send hard copy with test files.
2. **What to send.** Send both files and hardcopy for the version(s) that are printing. Both the files and the hardcopy should be clearly identified as to which version they are for, with the file naming convention remaining consistent throughout the life of the title.
3. **Proofs.** Supplied proofs (laser copy) should be generated from the same files that are delivered for printing so that the file and proof match. Proofs of files used for multiple versions should show the version changes. Proofs for state specific versions should be clearly labeled by version.
4. **Creating new versions.** When creating a new version, send *only* files and hardcopy for the pages that are changing from the previous version. Do not re-supply entire jobs if only some of the pages are changing. *(If you are making hundreds of pages of corrections contact us regarding the efficiency of supplying all new files.)*
5. **Making corrections.** Send a *complete* list of the pages that are changing from one version to another, along with the files and hardcopy for each version. The list should indicate the number of colors in each file and which of these colors change to create each version. For example, if page 53 is a 6/c PDF file with a Florida Blue and Texas Blue plate change, the list should include this information. If page 54 is a 4/c page common to all versions with no plate changes, the list should indicate that the file is 4/c for all versions. We will consider the list of pages as the master and will verify the files we receive by the list. Unlisted pages will not be updated. Pages listed with incorrect state color information will not be updated correctly for the version change.

QUALITY CHECKS AND PROOFING

1. Files for every version of every title will be evaluated using the TAP (Title Assessment ProcessSM). In order to ensure content accuracy in the printed product, RR Donnelley reserves the right to reject files that do not follow these guidelines. **Correct files ensure accuracy for future reprints as well as the current printing.**
 - a. The following situations can be a reason for file rejection:
 - i. Inconsistent or unclear File Naming.
 - ii. Inconsistent or unclear Spot Color Naming.
 - iii. Inconsistent or unclear book map instructions.
 - iv. Files and/or Spot Colors supplied that are not needed.
 - v. Multiple Spot Colors supplied to be used for a single version.
 - vi. Proofs that do not show version specific content.
 - vii. Proofs do not reflect corrections made to files.
2. If a title is rejected options may include supplying new files, reviewing proofs and submitting correction files or accepting the files as is. Specific options will be provided in a report for each title.

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3. We will quality check through proofing only the version(s) that are scheduled for printing. If the files received for one version also update other versions because they contain state specific Spot Colors, we will *not* check the other versions.
4. For standing titles with corrections we will check only correction pages.
5. Donnelley is not liable for inconsistent color or file names or file building that cause an anno to appear in the wrong version or not appear at all. [Example: An anno is created as a process color or spot color different than all other annos in the title, and is not mapped to print on the correct version or prints in the wrong version.]

FILE AND CONTENT ERRORS

Following are common file errors that the compositor/publisher must avoid. Depending on the frequency and type of error we may not be able to spot the error prior to press or binding.

1. Color naming ambiguous. Cannot determine what version uses the spot color.
2. Some versions are created with spot colors and some are created with process. Process will print on all versions.
3. Spot color named incorrectly causing it to not be used.
4. Combining multiple versions to make a new version. Using some National annotations in combination with another state annotation to make a state version.
5. Putting one state's content in another state.
6. Missing state content in correction files. Error is not detected until the state version prints which may be several printings later.
7. Overprints and knockouts incorrectly prepared. Annotations, as well as other elements, may not print as intended because either they are knocking out backgrounds or a foreground element is overprinting them. This may not be noticed in the PDF file without the overprint preview option selected.
8. Annotations knocking out tinted backgrounds.
 - a. If an anno printing in color is reversed out of a background color, the reversed image will be visible in all versions. RR Donnelley can correct this situation by forcing that annotation color to overprint the background. That may change the color of the annotation and will force all annotations of that color to overprint.
 - b. If an anno is printing within a white text box that box will reverse out of the background tint of other versions even if the annotation color is forced to overprint. Specify the white box to be a 1% tint of the annotation color to keep it from reversing out of backgrounds.
9. The book map contains errors and is not an accurate tool for version planning.

CHANGES TO GUIDELINES

Technology advancements will improve workflow options when creating versions. Review these guidelines often at Book Publishing solutions section of www.rdonnelley.com.