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Communications Branch

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Preface

Industry Canada Publishing Guide has been prepared to assist Industry Canada Multimedia Services staff, Communications Advisors or anyone else who may be asked to coordinate the production of publications and other information products for internal or public distribution. For the sake of simplicity, the person handling the project is referred to in this document as the "Project Officer." The guide is designed to establish a process so that all steps of a project are successfully completed.

All departmental publications are to be produced in compliance with federal and departmental policies regarding official languages, multiculturalism, the elimination of sexual stereotyping and the fair treatment of minorities, as well as the Federal Identity Program and established departmental corporate look, style and format guidelines. Other relevant Acts such as the *Financial Administration Act* and the *Copyright Act* must also be adhered to.

This guide is compiled from information gleaned from a variety of sources:
- *Government Communications Policy* (formerly, Chapter 1 of the Communications Volume, *Treasury Board Manual*), which gives a consolidated version of policies concerning the effective management of government communications
- *Federal Identity Program* (formerly, Chapter 2 of the Communications Volume, *Treasury Board Manual*), which highlights the key policy elements of the Federal Identity Program
- *Industry Canada Style Guide for Writers and Editors*
- *Industry Canada Graphic Standards Manual*
- *Planning Information Products: Effective, No-frills Publishing Practices*
- *Federal Identity Program Manual*
- *A Manager's Guide to Using the Depository Services Program for Print, Electronic and Alternative Media*
- *How to Provide Alternative Formats.*

These policies and guidelines are available through the Treasury Board Internet site (see Appendix A). They can also be obtained through Multimedia Services (see Appendix A).

Much of the information in this guide is specifically intended for Multimedia Services. However, this information may be tailored for any department or sector.

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Overview

What is a publication?

A publication is a book, booklet, pamphlet, brochure, folder, flyer, newsletter, report, map, certificate or poster, created in print or electronic media, produced by the department at headquarters or in the regions, and intended for audiences inside or outside the department. It includes finished copy prepared by the department as a contribution to publications of other government or private sector agencies and associations.

With the recent advances in communications technologies, the use of electronic publishing is becoming more commonplace, either as a supplement or an alternative to paper-based publishing. In order to ensure uniformity and conformity to federal government publishing standards and practices, electronic documents are to be considered "publications" and as such should follow the procedures outlined in this guide. This includes documents released on diskettes, CD-ROMs and the Internet.

The procedures described in this guide do not apply to advertisements, audio-visual scripts, slides, memoranda (including E-mail), letters, speeches, press releases or backgrounders, but may apply to miscellaneous or promotional items such as kit folders, mugs, mouse pads and lapel pins. See Appendix A for contact information regarding the production of promotional items.

Objectives

All departmental publications and information products must be produced taking into account four basic factors:

- meeting established guidelines for publications
- following government-wide guidelines recommending a "no-frills" approach to publishing
- achieving cost-effectiveness in departmental publishing
- minimizing the environmental impact of publishing.

Established guidelines

All publications should contain information that is timely and readily understandable and that complies with the procedures presented here as well as the policies or guidelines on which they are based. See Appendix B for a summary of key policies regarding federal government publishing.

No-frills approach to publishing

This approach to publishing involves eliminating non-essential publications while retaining all "duty to inform" and other essential publications. These publications are to be produced in the most cost effective and environmentally sensitive manner possible.

Cost effectiveness

Departmental publishing procedures encourage sound planning with a focus on user needs and cost-effectiveness.

Environmental impact

Publications should promote economical methods of production and distribution and minimize environmental impact.

The life cycle of a project

Typically, publications are produced in the following order:

- project assessment and planning
- editorial services
- design and typesetting services
- printing and delivery
- electronic production
- post-production.

Each of these production steps is presented in Chapters 1 to 6. Summaries of the key issues for each production step are included at the beginning of each chapter. These are collected as a checklist in Appendix D. Throughout the production process, there are also administrative matters that require attention, which are dealt with in Chapter 7.

1 Project assessment and planning

Preliminary meeting with client and other key participants

- ☐ Solicit background information that will have a bearing on final form of the product
- ☐ Record client's requests and specifications on a preliminary Multimedia Services Project Proposal and Authorization (PP&A) form (see Appendix C).

Project initiation

- ☐ Open a working file (including a project log)
- ☐ Prepare a production schedule
- ☐ Assess human resources required
- ☐ Commit funds (at Communications Branch, through PP&A completion and sign-off)
- ☐ Select suppliers and gather cost estimates
- ☐ Prepare contracts, call-ups against standing offers or purchase orders.

Preliminary meeting with client and other key participants

One of the most important elements in the production of any publication is the proper *planning* of the project before any of the work begins. Proper planning will result in a smoother publishing process. As much as possible, efforts should be made to ensure realistic scheduling of publications. Good planning will result in lower costs, a higher level of quality and the overall success of the project.

After being assigned and briefed on a project, the Project Officer will ideally plan a meeting with the client, the Communications Advisor and Distribution Services. This meeting will allow all involved to discuss the various components of the project and to determine the desired end result. It is important to understand the entire scope of a project before beginning.

The following are some of the issues that should be taken into account:

- Objective: What is the rationale for the publication? What is the message to be conveyed? Who is it aimed at?

- Media format: Is the proposed product the most appropriate? Is there a need for electronic versions?

- Costs and scheduling: Have all the alternatives been considered to arrive at the most cost-effective product? Is the time frame realistic?

As a result of this discussion, the Project Officer and the client should arrive at a list of specifications for the product or service required, covering the following issues:

- type of project (advice only, complete project management, specified services)
- budget
- product specification (paper and/or electronic format, size, quantity, number of pages, paper stock, binding, inks, etc.)
- production services required (writing, editing, translation, design, typesetting, etc.)
- sign-off approvals required
- target date for release
- distribution and storage.

These initial decisions should be recorded on a preliminary Project Proposal and Authorization (PP&A) form (see Appendix C). Note that some specifications may be subject to later modification, pending approval of budget or commitment of human resources, etc.

Project initiation

Open a "live" or working file for storing all contact information, forms, correspondence, preliminary copies of the project and page proofs. On the cover, staple a summary of the contact numbers of key players for easy reference. Below this, keep a running log of each production step or summary of information received, by date on which the action occurred. Include expected due dates when the action is to be completed. This way, if there is a need to turn the file over to a replacement person during absences, the replacement can glance over this list of milestones and quickly get "up to speed" on the project.

After determining the components of the project, prepare a production schedule of each step. Assign people to carry out or take responsibility for completing each step. Sufficient time should be allotted for reviews and approvals. The time required to complete each component varies according to the specific requirements for the project. When unsure about how long a specific process will take, asking the person in charge of that process for a time estimate is probably the safest route. In cases where time is a critical factor, it might be easier to work backward from the target date for release.

EXAMPLE OF A PRODUCTION SCHEDULE

Report on Small Business **Bilingual 52-page booklet, 8.5" X 11"** **4-colour, 4000 copies** Estimated cost: $20 000 Estimated production time (printed product): 8 weeks		
Service	**Estimated Time Required**	**Estimated Production Dates**
English editing and QA	3 days	5 – 7 May 1997
Approval of English text by client	1 day	8 May
Translation	6 days	9 – 16 May
French editing (including French/English comparison) and QA	3 days	20 – 22 May (19 May is a holiday)
Approval of French by client	1 day	23 May
Design	2 days	9 – 12 May
Approval of design	1 day	13 May
Typesetting, English	3 days	14 – 16 May
Typesetting, French	3 days	23 – 27 May
English proofreading and corrections	3 days	20 – 22 May
French proofreading and last comparison with English, and corrections	4 days	28 May – 2 June
Approval of final proofs (English and French) by client	1 day	4 June
Preparation of disks and printing specifications by typesetter (“blues”)	2 days	5 – 6 June
Checking and approval of blues	1 day	9 June
Printing and delivery	2 weeks	10 – 23 June
Electronic format conversion, proofing and approval	10 days	5 – 18 June

Select suppliers for the production steps needed from Industry Canada standing offer lists for English and French writers and editors, and for graphic design firms. To select a supplier for printing services, follow the steps outlined in Chapter 4.

Estimates should first be obtained for each production service required. Once all estimates have been received, a total cost can be estimated for the complete production of the project. Based on this estimate, the necessary funds must be committed using Communications Branch's Project Proposal and Authorization (PP&A) forms (see Appendix C).

Once the PP&A forms have been signed by the proper authorities and the funds have been committed, contracts, call-ups against standing offers or purchase orders can then be raised for each service.

2 Editorial services

Editorial production steps

- ☐ Assess readiness for publication
- ☐ Assign editing of original version
- ☐ Supervise any other editorial services
- ☐ Supervise fact checking
- ☐ Prepare preliminary pages
- ☐ Assign translation
- ☐ Assign editing of translation (including English/French comparison)
- ☐ Obtain client approval of editorial process
- ☐ Carry out quality assurance (QA) check.

Readiness for publication

The client is usually responsible for providing a final approved text, and for obtaining the necessary approvals for content-based information. The client must provide Communications Branch with a hard copy and a diskette of the final approved text in WordPerfect. The text then needs to be reviewed by the Project Officer to access its readiness for publication, as measured by departmental criteria for good communications products.

The following reference books are recommended as a guide in editing to ensure that departmental editorial guidelines are met:

- *The Canadian Style*, published by Dundurn Press Limited in cooperation with Public Works and Government Services Canada
- *Industry Canada Style Guide for Writers and Editors*.

Following this assessment, the Project Officer can direct the editor(s) to pay attention to specific points to ensure that the departmental criteria are met.

Editing of original text

Editorial review includes the following steps:

- review of grammar, syntax, style, terminology, consistency
- spell check
- review of accuracy of cross-references, footnotes, etc.
- review of graphics to ensure they convey a message consistent with the text
- use of plain language, elimination of jargon
- use of fair communications practices to avoid stereotyping (sexual, racial, ethnic, etc.)
- promotion of balanced regional representation.

The editing task itself may be conducted by Communications Branch, Multimedia Services, who will arrange for editing, or it may be reviewed within the sector. The goal of editing is to ensure that the message conveyed by the department is clear, objective, simple and well-written.

All editorial changes are indicated on the hard copy and transferred to the electronic copy formatted in WordPerfect 6.1. At each step, be sure that a backup copy is prepared and stored in a safe place in case of loss or corruption of the primary working disk.

Other editorial services

Some clients may request Communications Branch, Multimedia Services, to provide additional services. For example, they may not have sufficient human resources within their own shop to conduct the research or writing for a project they wish to sponsor. They may request advice from Communications Branch, Multimedia Services, on the suitability of researchers and writers listed on the departmental standing offer. They may also request Communications Branch, Multimedia Services, to supervise the research and writing as well.

Fact checking

Clients should ensure that all facts contained in the text are accurate. If at all possible, clients should provide, along with their final approved text, a list of the programs, organizations, etc. mentioned in the text with their official name in both official languages. They should ensure that all contact names have been checked for spelling, that any telephone numbers, E-mail addresses and Internet addresses are correct. It is also suggested that clients provide all the supporting documentation. Fact checking saves time and money and ensures an accurate, up-to-date document.

Preparation of preliminary pages

Particular care should be given to the preliminary pages (cover page, title page, copyright page, etc.).

On the cover and title page, the following pieces of information and design elements must be included:

- Canada wordmark
- Industry Canada or Government of Canada corporate signature, with partners' identifiers, if applicable
- Industry Canada graphic identifier
- sector design element, if any
- title
- author
- date.

On the copyright page, the following information should be included as necessary:

- availability in electronic format
- availability in alternative formats
- contact for additional information or copies
- copyright notice
- catalogue number
- ISBN or ISSN
- Industry Canada registration number
- availability in other official language
- recycling logo
- printed in Canada logo.

See also the sample copyright page in the *Industry Canada Style Guide for Writers and Editors.*

Translation

All department publications must be made available in both English and French, and where possible, in whatever other languages are necessary to achieve the department's objectives. Translation may be handled by the client or provided through Multimedia Services. Multimedia Services does not provide in-house translation, but liaises with suppliers or the Translation Bureau at (613) 996-5250.

To ensure the timely release of the publication, enough time should be allotted for translation. It is usual practice to have the text translated after the English has been approved to avoid costly alteration fees. However, some time-sensitive publications may be translated simultaneously with English editing. In such cases, special care will be needed to ensure that any change applied to the English version is then reflected in the French one. In either case, the *Guide de rédaction et de révision – Industrie Canada* should be used to ensure the translated text also meets departmental writing guidelines.

Editing of translation

Editorial review of the translated text includes the same steps as shown above for the original text, as well as a French/English comparison. This comparison ensures that the translated text is parallel to the original one.

Approval of editorial process

The client maintains ultimate responsibility for the accuracy of the publication product as well as for adherence to the departmental criteria. The Project Officer can monitor client approval of the editorial process by having the client sign off upon completion, using the Multimedia Services Sign-off Control Sheet (see Appendix E).

At this stage, the client may discover additional information that should be included in the publication, or factual errors regarding the subject matter that must be corrected. After receiving the author's alterations (AAs), the editor should review them for conformity with departmental editorial guidelines. Where there is a conflict between the client's additional requests and editorial guidelines, the areas of disagreement should be discussed and a solution reached. This may entail a re-reading of the entire publication to ensure that the new material added does not contradict information contained elsewhere in it, as well as an additional approval and sign-off from the client.

Quality assurance check

As a means of ensuring that departmental editorial and publishing guidelines are met, any service that is rendered by an outside supplier should be the object of a quality assurance (QA) check by in-house staff before proceeding to the next production step.

The text should now be in its final and approved form before beginning any new production steps. A QA check should determine that all of the following steps have been completed and approved:

- English text editing, fact checking and proofreading
- French text editing, fact checking and proofreading
- comparison of French and English text
- accuracy and suitability of all charts and tables
- verification of all footnotes, references and bibliographic entries
- collection of approvals for rights to copyrighted text or illustrations.

3 Design and typesetting services

Graphics production steps

☐ Order a design concept for cover and inside grid
☐ Obtain client approval of design
☐ Assemble text elements for typesetting (English and French)
☐ Supervise proofreading and correction of page proofs (English and French)
☐ Obtain client approval of final proofs
☐ Perform final quality assurance (QA) check.

Design

The graphic design of a publication directly affects the cost and appearance of the end product. Sometimes a program or branch "family look" has been established and should be incorporated into the design concept using existing specifications. Other times, a client may request a completely new design, in which case a design firm will need to be engaged to develop the new specifications.

Most French text is approximately 10 percent longer than English text. This should be kept in mind where space is an issue, in a bilingual tumble brochure for example. Both French and English texts should be treated equally and any graphic enhancement must be applied to both versions.

The designer should be made aware of the "no-frills" policy as outlined in Treasury Board's *Planning Information Products: Effective, No-frills Publishing Practices.* Other mandatory information, such as the Federal Identity Program (FIP), should also be relayed to the designer before beginning work. See the *Industry Canada Graphic Standards Manual* for more information.

Be sure to have the client approve the design concept by signing off on the Multimedia Services Sign-off Control Sheet (see Appendix E).

Typesetting

The text goes through many changes before it becomes final. The first step is to prepare the text for typesetting. In this procedure, the hard copy of the text, including preliminary pages, graphics and tables, is assembled. Be sure to assemble text in both official languages. This should be compiled from printouts made using the electronic files of the various elements. Ensure that the hard and soft copies are identical. For graphics, be sure to collect a printout showing the graphic elements in their desired final form, together with a printout showing the values for any graphic elements, such as tables. Some components, for example, graphic identifiers and logos, may already be on file with the typesetting firm and do not need to be resubmitted each time.

Once a design concept (including cover concept and sample inside grid design) has been selected and approved by the client, the typesetting firm will flow the approved electronic text into the appropriate format, add any graphic embellishments, and produce the camera-ready artwork (usually electronically, as a computer printout, disk file, or as film). This procedure usually involves the following steps:

- converting the WordPerfect 6.1 files using production-quality software
- flowing the converted text into the design grids, using a system of tags and style sheets
- preparing page proofs of the formatted text and graphics.

Proofreading

Typesetting is followed by proofreading to ensure that the production text has been prepared as requested in the design. The conversion process may introduce unwanted codes or other errors that must be removed.

Being aware of typical errors and their locations will assist in proofreading. The following errors (often referred to as "typos") are among the most common found during proofreading:

- doubling of words or syllables within a word (most commonly found at the beginning or end of sentences)
- substitution of one small word for another, or omission of a letter within a word, or omission of an entire word
- transposition of words within sentences
- transposition of letters within a word.

Proofreaders should pay particular attention to the possibility of errors occurring in the following elements in the text:

- proper names
- headings or subheadings
- contact addresses (including telephone numbers, E-mail and Internet addresses)
- numbers
- spacing.

If errors are found on page proofs:

- mark the error and the appropriate correction to be made using standard proofreading symbols (see Appendix G)
- return the text to typesetter for corrections
- verify the typesetter's corrections and repeat the process until the text is error-free.

The text is then ready to return to the client for approval and sign-off.

Clients frequently request additional alterations or corrections to the text. When this happens:

- clearly mark the addition and the point of insertion on the appropriate page proof
- have the new material translated and edited
- ensure that the translated and edited material is inserted in the page proofs of the other-language text(s)
- perform a comparative reading of the two page proofs
- ask another proofreader to check the new text, if time permits.

Final quality assurance check

When all is completed and typeset, and before going to print, a final quality assurance (QA) check should be undertaken. It may include, but is not limited to, checking:

- cover appearance and design including FIP elements
- copyright page
- table of contents
- chapter titles
- headers
- footers
- page numbering
- line breaks
- placement of graphics, text boxes, etc.
- English version against French version (header-for-header, paragraph-for-paragraph, etc.).

This last QA is above and beyond any editing and proofreading already performed on the text; it is simply one last look at all elements before printing.

Once the Project Officer is satisfied that the page proofs are error-free, the page proofs are said to be "camera-ready," indicating that the publication is ready to prepare for printing and delivery.

4 Printing and delivery

Printing requirements

☐ Prepare printing specifications
☐ Prepare delivery specifications
☐ Request printing estimates
☐ Select printer
☐ Finalize distribution plan
☐ Transmit final disks, or camera-ready artwork, to printer
☐ Proof chromalins/colour separations, if applicable
☐ Check blues
☐ Obtain client approval of blues, if required
☐ Check press proof, if necessary.

Upon delivery

☐ Verify that correct quantities of the product are received in proper locations
☐ Collect delivery slips from all locations
☐ Verify printed product and authorize release
☐ Check that all components (original diskettes, artwork, negatives, photos) have been returned.

Printing specifications

The specifications for the publication are as established in consultation with the client and recorded on the Project Proposal and Authorization (PP&A) form. A formal description of these specifications must be prepared, once the design and typesetting have been completed and approved, for submission to printers (see sample form for printing specifications below). This description may be prepared by the Project Officer or by the typesetting firm upon request.

Printers base their estimates on the printing specifications. It is therefore important that they be accurate.

The printing specifications should include directions to print all documents on Canadian and recycled stock and to comply with the "no-frills" approach to publishing. For more information on no-frills publishing, refer to *Planning Information Products: Effective, No-frills Publishing Practices*, available from Treasury Board.

SAMPLE OF PRINTING SPECIFICATIONS/REQUEST FOR ESTIMATE

Name: **Date:**
Address:

Tel.:
Fax:
Job Title / Description:

No. of pages: ______ pages plus / cover / self-cover
Quantity: English:______French:______Bilingual:_____
Size: Finished size_____X_____ Flat size_____X_____
Stock(s): Cover: ________________________________
Inside: ________________________________
Ink(s): Cover: (Outside) ____________________________ plus coating/varnish/bleeds
(Inside) ____________________________ plus coating/varnish/bleeds
Inside pages: ____________________________ plus coating/varnish/bleeds
Bindery: Folded / Saddle Stitched / Side Stitched / Perfect Bound / Cerlox Bound / Sewn / Spiral Bound
Punched _______ holes / Padded in _______ 's at top / bottom / side / Packaging

Customer to supply:
☐ Final disks ☐ Mac ☐ PC
☐ Laser copy
☐ Conventional camera-ready artwork
☐ Final films

Proofs required:
☐ Blueprints
☐ Fuji colour proofs
☐ Chromalin colour proofs

Special Instructions:

Printing components to be returned to:

Delivery Address:

Delivery specifications

Distribution requirements will have been discussed at the onset of production and recorded on the appropriate PP&A (see Appendix C). A formal description of these specifications must be prepared for the printer to give direction on how and where to deliver the publications after printing (see sample form for delivery specifications below). It is important to list the delivery locations and identify the number of copies, in both official languages, that must be delivered to each location.

SAMPLE OF DELIVERY SPECIFICATIONS

Report on Small Business

All printing components and 10 copies each of the English and French versions to:
Name of Project Officer
Address of above
Telephone number of above

50 English; 20 French copies to:
Depository Services Program
Warehouse
1770 Pink Road
Aylmer QC J9H 5E1

1400 English; 750 French copies to:
Receiver's name
Receiver's address
Receiver's telephone number

Balance to:
Distribution Services
Communications Branch
Industry Canada
SI Loading Dock
235 Queen Street
Ottawa ON K1A 0H5

Distribution contact name and telephone number

If there are out-of-town deliveries, arrangements should be made with the printer on how these will be handled. If the publication is time-sensitive, such as information kits for an out-of-town conference, it may be advisable to send the publication by air rather than by ground. Also, notify the printer if there are several separate deliveries in one area, as this may affect the overall shipping price.

Although the Project Officer prepares the delivery specifications, Communications Advisors, along with Communications Branch's Distribution Services, can assist clients in developing a distribution plan. The following points should be considered in a detailed distribution plan:

- an up-to-date, specialized mailing list/database
- packaging information
- distribution arrangements
- inventory management
- storage facilities
- management of post office returns and changes of address
- customized mailing lists.

Sample copies (usually 10) should be sent to the Project Officer along with all the printing components (films, final disks, artwork, etc.).

Printing estimates

When a project is managed by Communications Branch, the Project Officer will administer all requests for printing.

If the printing cost is under $5000, single-source contracting is acceptable. In such cases, once the estimate has been received from a commercial printer, a purchase order is prepared. If the printing cost is between $5000 and $10 000, estimates must be obtained from three different print shops. This ensures that the best market price is obtained for each publication and that there is fair and equitable access to regional suppliers.

If printing costs go over $10 000, one of two processes can be used. Either the printing may be done by Canada Communication Group Inc., or it can be tendered to a commercial printer through PWGSC (see Appendix A for contact information).

In addition to information provided in the printing and delivery specifications, the following materials must be supplied to printers so that they may complete their job:

- requisition forms authorizing payment
- dummy layout accompanying text and graphics on diskette (English and French) or, less frequently, camera-ready copy
- photos/illustrations properly sized and keyed
- deadline (request for urgency must be accompanied by a written justification)
- authorization for overtime, if applicable
- written requirements regarding press check, blues or chromalins, if needed
- packaging requirements.

Reprints

If a publication is being reprinted, it is best to review the archived file for detailed information about the original project. If the original publication was produced by Communications Branch, the PP&A number can be found in the Multimedia Services' *Multimedia Products* report, and the file can be obtained from Administrative Services.

Films that were used in the original run should be retrieved and used for the reprint. This will save both time and money. A copy of the original publication should be included as reference material for the printer.

If the reprint includes changes, it is important to ensure that the changes are checked and that the new information meets Industry Canada's editorial and publishing guidelines. The printer should be consulted for options on getting the publication to print. Sometimes the existing films can still be used if the modifications are slight, but new films may need to be produced.

Checking blues

Before actually printing the desired number of copies of a publication, the printer creates a blueprint (usually referred to as "blues") of what the publication will look like. Printers will not proceed with a print job without having these approved. Depending on the project, the blues may or may not need to be approved by the client, but the Project Officer should always verify them.

Blues should be checked against the final approved page proofs to ensure that what will be printed looks like what was sent to the printer. Blues do not need to be proofread in the same detail as typesetter's page proofs, but they should be reviewed to ensure that all parts of the text are in place.

In addition to checking the blues, it may also be necessary to check chromalins, colour separations or press proofs, depending on the nature of the project.

Delivery

The Project Officer should verify that the printer has delivered the product according to the delivery specifications. The easiest way to ensure that correct quantities have been received in proper locations is to collect the delivery slips. Fax copies usually suffice for this purpose.

The Project Officer should verify that the sample copies received have been printed according to specification, and ensure the return of all components using in printing, such as diskettes, artwork, negatives and photos. See Chapter 6 for further information on what to do with printing components once they are received from the printer.

5 Electronic production

Electronic formats

☐ HTML
☐ Adobe Acrobat (PDF)
☐ Diskette (WordPerfect, ASCII text, etc.)
☐ CD-ROM

Electronic production steps

☐ Select a supplier
☐ Prepare a contract
☐ Transmit final typeset disk (English and French) to supplier
☐ Provide instructions to supplier (site to which the document is going, specifications, etc.)
☐ Proofread printout of electronic version (compare with printed version)
☐ Obtain client approval
☐ Transmit final electronic version to appropriate site.

Electronic formats

Alongside the printed version, many publications are released electronically (on the Industry Canada corporate Internet site, on *Strategis*, on Lotus Notes, or as a diskette or CD-ROM). Each electronic format has particular strengths and weaknesses; however, regardless of format, the text must meet the same standards as paper-based publications, including the copyright notice, FIP elements, etc.

When a publication is for internal use, it can be made available to all employees through Lotus Notes. In this case, a WordPerfect version can be usually placed in Lotus Notes within 48 hours. An ICINFO message should be prepared to inform employees of its availability on Lotus Notes.

A public document that contains general information about the department can be posted on the corporate Internet site (*http://info.ic.gc.ca*). Documents may be provided in the following formats:

- Lotus Notes
- WordPerfect
- HTML.

In addition, photos, graphics, charts and tables should be provided in JPG or GIF formats. If you have documents that you wish to publish to the corporate Internet site, please contact the Internet Co-ordinator, Communications Branch, at (613) 947-2598.

Public documents of interest to businesses or containing information related to specific programs or branches should be placed on the *Strategis* site (*http://strategis.ic.gc.ca*). In this case, documents may be provided in the following file formats:

- HTML
- SGML
- WordPerfect
- Adobe Acrobat (PDF)
- ASCII text.

In addition, photos, graphics, charts and tables should be provided in JPG or GIF formats.

Each sector/branch has a *Strategis* representative who should be contacted for further information regarding publishing to *Strategis*.

Electronic production steps

Many typesetting and graphic design suppliers also provide electronic conversion services. These services are included in the department's standing offer list for graphic design firms.

The procedure for many of the production steps required in electronic publishing is similar to that for print publications. Project Officers must obtain estimates from several suppliers listed on the departmental standing offer, select one service provider according to the usual criteria, prepare contracts, provide the approved texts and graphics to the suppliers, proofread and carry out a quality assurance check, and obtain client approval of the finished product.

For further information regarding Internet-based publications, see Appendix A for contact information, or refer to the *Government of Canada Internet Guide* at: *http://www.canada.gc.ca/programs/guide*

6 Post-production

Final steps

☐ Call post-mortem meeting
☐ Gather and process invoices from suppliers
☐ Store films and other printing components
☐ Close working file.

Post-mortem meeting

After the project is complete, it is a good idea to have a meeting with all involved. Participants should discuss the progress of the project and what could be improved or what could be passed on to others managing similar projects. This is an opportunity to improve on procedures.

Storing the printing components

Films and artwork for published documents should be stored either in-house, if space permits, or at an external location. The Project Proposal and Authorization (PP&A) number, or the sector's budget form number, should be clearly marked on the carton containing the components. A photocopy of the title page of the publication should also be securely fastened to it, as a means of identification. Two copies of the printed documents should be placed inside the carton. All diskettes should be marked (title of publication and PP&A number) and given, along with the carton, to the Multimedia Services clerk or other person responsible for storage.

Copies of the finished product should be kept for the Registry file, for reference by Multimedia Services and for colleagues.

Closing the working file

Once the product has been printed and delivered, it is essential to ensure that all services have been paid for and that no invoices remain outstanding. Once the Project Officer is satisfied that all elements of the project have been dealt with and that all issues have been resolved, the working file can be closed and the Registry file updated (see Chapter 7).

7 Administrative matters

Paperwork to be administered

☐ Maintain working file
☐ Prepare and obtain approval of Project Proposal and Authorization (PP&A) forms
☐ Prepare contracts
☐ Amend PP&As or contracts, if necessary
☐ Obtain and record sign-offs
☐ Maintain up-to-date project log
☐ Close working file.

Working file

A file should be kept for every project. It will contain all project-related information, including:

- time schedule
- project log
- PP&A forms
- contracts
- correspondence (including important E-mail messages, sign-off sheets, etc.)
- copies of edits and proofs
- meeting notes
- diskettes.

Working files should be organized in a uniform manner, so they are easy to find and others will have easy access to it if need be:

- Clip or staple project log to the front of the file.
- Clip PP&A forms and contracts to the inside front cover of the file. It is a good idea to organize the contracts to match the order in which they appear on the PP&A forms.
- Clip or staple the production schedule to the inside back cover.
- Place diskette(s) in an envelope with relevant project information clearly marked on the outside of the envelope and on the diskette(s), and attach the envelope to the inside back cover of the file folder.

Copies should be made of all editorial changes and of any contributions to the text leading up to the final product. Each version should be signed and dated.

Project Proposal and Authorization forms

All elements of a project handled by Communications Branch, Multimedia Services, must be determined by the Project Officer in consultation with the client. The written agreement of the elements is recorded on the Multimedia Services Project Proposal and Authorization (PP&A) form.

Branch clients who use Multimedia Services are charged for all out-of-pocket costs incurred by Communications Branch on their behalf when producing, distributing and storing their publications. In addition, an administrative charge (3 percent) is applied to all publishing projects to cover overhead costs incurred in maintaining departmental standing offer lists for various communications services.

The PP&A form gives authorization to Multimedia Services, Communications Branch, to use the funds committed from the client's responsibility centre for carrying out the work. Note that all services are listed on this PP&A except for distribution. For the latter, a separate PP&A needs to be raised. See Appendix C for examples of these PP&A forms.

Before work starts on a project, the PP&A forms must be signed by the Client Branch's Program Director and Administrative Officer. The Administrative Officer must also indicate the financial coding.

Contracts

Multimedia Services may negotiate all contracts for editorial work, design, typesetting, printing and electronic publishing services, if requested to do so by the project client. Single or multiple contracts may be negotiated involving a number of contractors selected from the standing offer lists. Multimedia Services also handles requisitions, payment and other administrative details. Once a supplier has been selected and the funds have been allocated through the PP&A form, and *before* a project begins, contracts for the products or services need to be prepared.

Amendments to PP&A forms and contracts

It may be necessary to amend a contract after it has been drawn up, due to requirements for additional work, for example. At that time, a revised estimate should be obtained from the supplier, and the PP&A should be amended, if necessary, to reflect the new amount. In some cases, justifications should be written for amendments.

Sign-offs

Sign-offs should be obtained from the client after each step of production to record that the component has been reviewed and approved. It is an indication that the client agrees with the production process, including any changes, up to that point and that the Project Officer can proceed with the next step (see Appendix E – Multimedia Services sign-off control sheet).

Project log

Keeping a log of all project activities (telephone calls, correspondence, status of text, conversations with suppliers) helps tracks the chronological history of the project and allows someone else to follow up the file in the absence of the Project Officer. The name of the project and that of the client should be clearly indicated, along with the client's telephone and fax number. Telephone and fax numbers of suppliers may also be listed, to avoid having to look numbers up later on. At the top of the project log, it is also helpful to indicate the electronic file name and location, in case the log has to be accessed electronically.

EXAMPLE OF A PROJECT LOG

PP&A number
Name of Project Officer
Filename of project log

REPORT ON SMALL BUSINESS

Client's name and telephone and fax number
Communications Advisor's name and telephone number
Suppliers' names and telephone and fax numbers

28 Apr 97: Meeting held with client and Communications Advisor:

Product required: Booklet. Bilingual tumble, 8.5" x 11". Saddle stitched. English: 25 pages; French: 27 pages. 4-colour.
Due date: End of June

Full production required, but client will handle distribution. Requests a check at blues stage only, no press check. Electronic version also required for posting on *Strategis* site.

Client would like an estimate for total project costs, including printing of either 1000 or 4000 copies. Would also like production schedule. Client provides draft copy (will be used to obtain estimates). Will have final version ready in a few days.

29 Apr: Estimates requested from English editor (including for proofreading), translator, French editor (including proofreading) and from design firm (3 mock-ups requested).
Printing specifications prepared and faxed to printer for estimate.

1 May: All estimates received and approved by client. For printing, she opts for **4000 copies.**
PP&A forms being prepared.
Production schedule prepared and forwarded to client.

2 May: PP&A forms signed.
Client provides **final English manuscript**.

5 May: Call-up against standing offer prepared for English editor. Final English manuscript sent to him.
Call-up against standing offer prepared for translator and design firm.

7 May: Edited English version received. QA'd and sent to client for approval.

8 May: **English text approved** by client with minor changes. Sent to translator.

16 May: Translation received and sent to editor.

22 May: Edited French version received and QA'd. Sent to client for approval.

23 May: **Edited French translation approved** as is by client. French and English manuscripts sent to designer for typesetting.

2 June: First proofs received from typesetter and forwarded to English proofreader.

3 June: First proofs returned to typesetter for corrections.

4 June: Second proofs received and forwarded to proofreader. Corrected and sent to typesetter.

5 June: Third proofs received and proofread. OK. First French proofs sent to proofreader along with final English proofs, for comparison.

6 June: First French proofs returned to typesetter for corrections.

9 June: Above received from typesetter and proofread. Returned for corrections. Purchase order prepared for printer.

10 June: Third French proofs received and proofread. Returned for corrections.

11 June: Fourth proofs received, proofread. OK.

12 June: **Final French and English proofs** QA'd by Project Officer and **approved** by client.

13 June: Design firm provides final disks and printing specifications. Forwarded to printer.

23 June: **Blues** received, QA'd by editors and **approved** by client.

27 June: **Printed copies received, verified and OK'd to release.**
All printing components also received and forwarded to Multimedia Services clerk for storage, except for final disk forwarded to design firm for electronic conversion.

7 July: Proofs of electronic version received and forwarded to editors for comparison with printed versions.

9 July: Above presented to client. A few changes required. Forwarded to design firm.

14 July: **Final electronic version forwarded to site.** Final disk returned to Multimedia Services clerk for storage.

PROJECT COMPLETED

Closing a working file

A file should be closed when the work is completed and it has been delivered to the client. It is considered ready for closing when:

- films and diskettes are received from printer
- delivery is complete, and shipping slips received
- invoices have been received and paid.

The Registry file, kept with Administrative Services, should have all the important components included so others can easily assess the path of the project, know its total cost, see a final printed version of it, and know where to find the printing components should reprints be requested or updates made.

Before being closed, the working file must be compared against the Registry file and all relevant documentation should be transferred into that file if it is not already there. The Registry file should be borrowed and all contracts, requisitions, delivery slips and invoices should be accounted for and accurate. Ensure that all documents in the Registry file belong to that file, otherwise advise Administrative Services.

Only one copy of the contracts, invoices and delivery slips is required. Avoid duplication of any information.

In the Registry file, information must be presented in the following order starting from the bottom:

- PP&A forms (or sector's budget form)
- important correspondence (sign-offs, memos from client, etc.)
- revised pages from drafts or final drafts, if necessary
- one set of blues
- updated project log
- invoices with delivery slips, contracts and estimates
- copy of the final printed document (in each language, if it is separate).

Once everything is in order, the Registry file should be promptly returned to Administrative Services.

Appendix A: Contact information

Alternative formats
Industry Canada
Multimedia Services, Communications Branch (613) 947-5177

Public Service Commission
Diversity Management Technology Centre (613) 996-0662

Treasury Board Secretariat
http://www.tbs-sct.gc.ca
Chief Information Officer Branch (613) 957-2486

Catalogue numbers
Public Works and Government Services Canada
Depository Services Program (613) 993-1695

Cataloguing-in-publication data
Public Works and Government Services Canada
Depository Services Program (613) 990-2003

Communications Advisors list
Industry Canada
Multimedia Services, Communications Branch (613) 947-5170

Contracts
Industry Canada
Contracts and Materiel Management (613) 954-2714

Copyright
Industry Canada
Legal Services, General Counsel (613) 954-5354

Depository Services Program
http://dsp-psd.pwgsc.ca
Public Works and Government Services Canada (613) 993-1695
General information fax: (613) 941-2410

Copies of publications should be sent to:
Public Works and Government Services Canada
Depository Services Program
Warehouse
1770 Pink Road
Aylmer QC J9H 5E1

Or, in the case of a limited run, one copy should be sent to:
Public Works and Government Services Canada
Depository Services Program
Fourth floor
350 Albert Street
Ottawa ON K1A 0S5

Distribution Services
Communications Branch
Industry Canada
205D, West Tower
235 Queen Street   (613) 947-7466
Ottawa ON K1A 0H5   fax: (613) 954-6436

Federal Identity Program
http://www.tbs-sct.gc.ca
Treasury Board Secretariat
Chief Information Officer Branch   (613) 957-2544

Industry Canada
Manager, Multimedia Services   (613) 947-5177

Forms Automation
Industry Canada   (613) 954-2699

Government Communications Policy
http://www.tbs-sct.gc.ca
Treasury Board Secretariat
Chief Information Officer Branch   (613) 957-2478

Industry Canada corporate Internet site
http://info.ic.gc.ca   (613) 947-2598

International Standard Book Numbers (ISBN)
Public Works and Government Services Canada
Depository Services Program   (613) 993-1695

International Standard Serial Number (ISSN)
National Library of Canada   (613) 994-6895

Lotus Notes Projects and Applications/ICAN
Industry Canada   (613) 954-2840

Multimedia Services
Industry Canada
Communications Branch (613) 947-5177

National Library of Canada
In the case of a limited run, and where no copies are being sent to the Warehouse of the Depository Services Program, two copies of the documents should be sent to:
National Library of Canada
Canadiana Acquisition Division
Legal Deposit Office
395 Wellington Street
Ottawa ON K1A 0N4 (613) 997-9565

No-frills Policy
http://www.tbs-sct.gc.ca

Official Languages
Industry Canada
Human Resources Branch (613) 954-3697

Printing
Photocopy Unit
(Internal services -- including digital printing-on-demand, colour printing, various methods of binding -- obtained through journal vouchers)
Industry Canada
Competition Bureau
21st Floor
Place du Portage
Phase 1
50 Victoria Street
Hull QC K1A 0C9 (613) 953-8553

For tendering offset printing:

Public Works and Government Services Canada
Requirements Definition Division (613) 993-8184

Promotional Material
Public Works and Government Services Canada
Expositions Services (613) 993-3055

For clothing and textile products:

Public Works and Government Services Canada	
Clothing and Textiles Division PR	(819) 956-3821 (819) 956-3797

For mugs and other such products:

Public Works and Government Services Canada	
Commercial Services and Goods Division PS	(819) 956-7311

Standing offer lists

Industry Canada	
Multimedia Services, Communications Branch	(613) 947-5212

Strategis

http://strategis.ic.gc.ca	
(for placement on the site)	(613) 952-0298
(for announcement in *What's New*)	(613) 957-8417

Translation Bureau

Official languages	(613) 996-5250
Germanic Languages Section	(819) 997-8443
Romance and General Multilingual Section	(819) 997-1755
Slavonic and East Asian Languages Section	(819) 997-1915

Treasury Board

http://www.tbs-sct.gc.ca

Appendix B: Policies, regulations, guidelines and some applications

Alternative formats

Treasury Board guidelines introduced in 1993 (*Alternative Formats—Access for All*) support the Canadian Human Rights Commission's position that, under the *Canadian Charter of Rights and Freedoms* and the *Canadian Human Rights Act*, people with disabilities have a right to information in a format they can use. The guidelines are part of the *Government Communications Policy,* which states that institutions must pursue fair communications practices by "taking all reasonable measures to communicate effectively with disabled persons."

Usually Industry Canada provides its publications in alternative formats on-demand only. However, if immediate distribution is required, the department will publish alternative formats at the same time that regular print editions are published. Budgeting for all publications should include funds for preparing such alternative publication formats on-demand (audio cassettes, braille or large print editions), and the following information should appear on the copyright page:

> This publication is also available in alternative formats. Contact Distribution Services at the numbers listed below.

Refer to Appendix A to know where to call for advice or further information on how to provide alternative formats.

Copyright

Treasury Board publishing guidelines require that each publication, whether paper-based or electronic, include a copyright notice in order to protect the Crown copyright. Treasury Board has set policies and guidelines about authors' rights and the reproduction of Crown-copyrighted works, among others. For more information, see Chapter 1, Appendix C, Section 5 of the *Government Communications Policy.* Also, Industry Canada's Business Law section can provide advice on copyright issues (see Appendix A for contact number).

The copyright notice, and other related information, usually appears on the back of the title page (the copyright page) in books. It is usually placed on the inside of the front cover in brochures, or on the back panel of flyers. For a sample of a copyright page, see the *Industry Canada Style Guide for Writers and Editors.*

Depository Services Program

The Depository Services Program (DSP) is administered by Public Works and Government Services Canada on behalf of Treasury Board. The program is an arrangement with public and academic libraries, Parliamentarians, central libraries of the federal government, press libraries, the National Library and the Library of Parliament to house, catalogue and provide reference services for federal government publications acquired under the program.

Government departments must provide copies of their publications to the DSP. The latter arranges for their distribution to the appropriate depositories. Distribution of publications through the DSP is an efficient way to ensure that the principles of access, and any other legal obligations for publication, are met.

Use of the DSP is mandatory for all department publications. The costs of printing copies for the DSP are paid by the originator and must be accounted for at the time of preparing a Project Proposal and Authorization (PP&A) form (the overrun of a typical printing job frequently exceeds the number of copies required for DSP participation).

The quantity of publications required for the DSP varies with the language, subject matter and intended audience of the publication. If Industry Canada publishes a report in very limited quantities, for a trade mission outside the country for example, the DSP should be advised not to advertise that title in its *Weekly Checklist*, and only one copy of the publication should be sent.

The PWGSC catalogue number and ISBN are available from the DSP, the Industry Canada Distribution number is available though its Distribution Services. See Appendix A for contact numbers. A good time to inquire as to the number of copies required by DSP is when requesting the catalogue number and ISBN.

To have publications distributed through the DSP:

a) Before sending a publication to print, the DSP should be contacted and the following information obtained:

   - The suitability of the publication for distribution by the DSP. Generally all publications aimed at audiences outside Industry Canada should be distributed through the DSP.

   - The quantity of publications required for DSP distribution.

   - An international standard book number (ISBN). The ISBN should be printed on all department publications.

- A PWGSC catalogue number. The PWGSC catalogue number should be printed on all department publications. It is used to identify the government publications listed in the *Weekly Checklist*, which is issued to notify depository libraries and other users of recent government publications.

- Cataloguing-in-publication (CIP) information, if the publication is for sale. This information will help libraries and institutions to catalogue the publication.

b) The appropriate ISBN, catalogue number, and CIP information should be included in the printed publication, normally on the back of the title page (copyright page) or on the inside front cover.

c) In the delivery specifications, the appropriate quantity to be delivered to the DSP warehouse address needs to be indicated. If a very small quantity is being printed, only one copy needs to be sent directly to the DSP office and two copies to the National Library of Canada. For addresses, see Appendix A.

d) Boxes shipped to the DSP warehouse should be labelled with the catalogue number and the title of the publication.

Fair communications practices

As stated in the *Government Communications Policy*, "It is the responsibility of government institutions to ensure that their communications reflect the principle that all individuals irrespective of sex, ancestry, ethnic origin or disability, are and must be portrayed as equally productive and contributing members of Canadian society." All department publications must employ fair communications practices in their production. General principles for ensuring positive terminology, dignified depiction and equal representation are outlined in Appendix E of the *Government Communications Policy.*

Federal Identity Program

The Federal Identity Program (FIP) was established to ensure that a common corporate identity for all federal institutions, programs and services is maintained, and that both official languages are applied equally in government communications. The federal corporate identity consists of two elements: the *Canada wordmark* and the *corporate (departmental) signature.*

The *Canada wordmark* is the global corporate symbol of the federal government and must be used in association with the appropriate corporate signature.

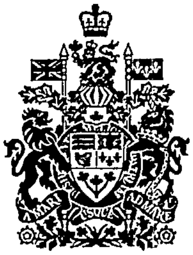
Canada

The *corporate signature* consists of a flag symbol and a department's bilingual applied title. The corporate signature is used to identify all federal departments, agencies, corporations, commissions, boards and councils.

Industry Canada Industrie Canada

Industrie Canada Industry Canada

The *Coat of Arms* may be used in certain situations as a substitute for the corporate signature: to identify ministers and their offices, parliamentary secretaires and institutions that report directly to Parliament.



The Canada wordmark and corporate signature should appear on all departmental publications. When space does not permit for both to appear on the cover, preference should be given to the wordmark.

No-frills publishing

It is the policy of the federal government to publish in order to ensure continued public access to information and a satisfactory level of service, while ensuring that such information is generated in the most cost-effective and environmentally-friendly manner possible. Treasury Board guidelines, *Planning Information Products: Effective, No-frills Publishing Practices,* indicates ways in which departments can reduce costs. This no-frills policy calls for the elimination of non-essential publications and for a departmental review of current practices and methods of providing information.

No-frills guidelines suggest:

- favour a uniform look for news releases, kit folders and government report covers
- minimize white space
- choose a recycled paper
- use standard paper size
- choose the lightest weight possible
- print on both sides of the paper
- use staples or glue for binding (avoid plastic)
- print in one colour only
- avoid metallic and oil-based inks
- avoid large solid ink areas
- avoid bleeds
- avoid coatings, varnishes or laminations
- avoid complicated folds on panel folders and kit folders
- avoid fancy diecutting on covers, panel folders and kit folders
- allow adequate time for tendering process
- avoid printing during holidays or at year end
- minimize press checks
- print only what is needed.

Official languages

The equality of status of English and French must be ensured in all federal publications distributed in Canada, as established by the *Official Languages Act*. The purpose of this Act is to "ensure respect for English and French as the official languages of Canada and ensure equality of status and equal rights and privileges as to their use in all federal institutions."

Appendix C: Project Proposal and Authorization forms

There are two Project Proposal and Authorization (PP&A) forms used by Communications Branch, one for Multimedia Services (which lists editing, translation, design, typesetting and printing) and one for Distribution Services (which lists mailing, storage and other distribution activities). These forms are used to obtain funding commitments from clients when handling their publishing projects. Once clients have signed off their PP&As, Communications Branch can initiate contracts with suppliers on their behalf. These forms are also useful for recording and controlling costs associated with publishing projects. Copies of the PP&A forms used by Multimedia Services and Distribution Services appear on the following pages. Other branches may use different means to commit funds for their publishing projects.

Industry Canada Industrie Canada

PROJECT PROPOSAL AND AUTHORIZATION MULTIMEDIA SERVICES

PROPOSITION DE PROJET ET AUTORISATION SERVICES MULTIMÉDIAS

Title - Titre	Project Registry No. - N° de dossier du projet 3008 - -
Assistant Deputy Minister (ADM) Sector - Secteur, Sous-ministre adjoint	Client Branch - Direction générale cliente
Sector Contact - Personne-ressource du secteur	Room - Bureau | Telephone No. - N° de téléphone | Facsimile No. - N° de télécopieur
Senior Communications Advisor - Conseiller principal en communications Telephone No. - N° de téléphone:	Senior Product Management Officer - Agent principal de la gestion des produits Telephone No. - N° de téléphone:
	Completion Date - Date d'achèvement

Estimated Costs Summary - Résumé des coûts estimatifs (OGD = Other Government Departments / AMG = Autres ministères du gouvernement)

Description			Original Estimate Estimation initiale	Amendment No. 1 Modification n° 1	Amendment No. 2 Modification n° 2	Amendment No. 3 Modification n° 3	Actual Costs Coûts réels
Line Object Article d'exécution			Date	Date	Date	Date	Date
324	English Writing & Editing (Excluding OGD) Rédaction et révision (anglais)	%					
324	French Writing & Editing (Excluding OGD) Rédaction et révision (français)	%					
418	Translation, Adaptation & Interpretation Services (Excluding OGD)	%					
773	Translation, Adaptation & Interpretation Services (OGD) Services de traduction, d'adaptation et	%					
325	Graphic Design, Typesetting & Electronic Publishing (Excluding OGD)	%					
306	Printing (Excluding OGD) Impression (excluant les AMG)	%					
662	Printing (OGD) Impression (AMG)	%					
681	Acquisition and Contract Adminsitration Charges (OGD) Frais d'acquisition et de services	%					
427	Temporary Help Aide temporaire	%					
300	Media Advertising Production (Excluding OGD) Production de publicité auprès des	%					
301	Media Advertising Space (Excluding OGD) Espace de publicité autres des médias	%					
	Other Autres	%					
	Communications Branch Service Charge Frais de service de la Direction générale des communications						
	TOTAL (Non-salary Budget) TOTAL (budget non salarial)						
147	Overtime (Salary Dollars) Temps supplémentaire (fonds salarial)						

Authorizations (Must have delegated signing authority) - Autorisations (doit avoir le pouvoir de signature)

ORIGINAL ESTIMATE ESTIMATION INITIALE	Program Director, Client Branch	Manager, Multimedia Services	Administration Officer
Amendment Modification No. 1 N° 1	Program Director, Client Branch	Manager, Multimedia Services	Administration Officer
Amendment Modification No. 2 N° 2	Program Director, Client Branch	Manager, Multimedia Services	Administration Officer
Amendment Modification No. 3 N° 3	Program Director, Client Branch	Manager, Multimedia Services	Administration Officer

Commitment Code - Code d'engagement	RAMS Project Code - Code de projet SGCR	Financial Coding - Code financier

PLEASE NOTE:

Invoices will be paid directly against your budget and copies will be sent to your Administration Unit. If commitments are not in RAMS as indicated above, your budget will be debited against Financial Coding only.

NOTA :

Les dépenses seront imputées directement à votre budget, et un double des factures sera envoyé à votre unité administrative. Si les fonds ne sont pas engagés dans le SGCR pour couvrir les montants susmentionnés, ces dépenses seront portées au débit du code financier de votre budget seulement.

IC 2582BA (7/97)T

1 Senior Product Management Officer Agent principal de la gestion des produits

2 Senior Communications Advisor Conseiller principal en communications

3 Client Branch Administration Officer Agent d'administration, dir. gén. cliente

4 Communications Branch File Dossier de la dir. gén. des communications

Industry Canada | Industrie Canada

PROJECT PROPOSAL AND AUTHORIZATION DISTRIBUTION SERVICES

PROPOSITION DE PROJET ET AUTORISATION SERVICES DE DISTRIBUTION

Title - Titre

Project Registry No. - N° de dossier du projet: 3008 - -

Assistant Deputy Minister (ADM) Sector - Secteur, Sous-ministre adjoint

Client Branch - Direction générale cliente

Sector Contact - Personne-ressource du secteur

Room - Bureau

Telephone No. - N° de téléphone

Facsimile No. - N° de télécopieur

Senior Communications Advisor - Conseiller principal en communications

Distribution Officer - Agent de la distribution

Telephone No. - N° de téléphone:

Type of Product and/or Service - Type de produit et/ou de service

Completion Date - Date d'achèvement

Storage & Warehousing Services (Excluding OGD) - Service d'entreposage & d'emmagasinage (excluant les AMG)

Estimated Costs Summary - Résumé des coûts

(OGD = Other Government Departments / AMG = Autres ministères du gouvernement)

Description		Original Estimate Estimation initiale	Amendment No. 1 Modification n° 1	Amendment No. 2 Modification n° 2	Amendment No. 3 Modification n° 3	Actual Costs Coûts réels
Line Object Article d'exécution		Date	Date	Date	Date	Date
329	Shipping Costs (Excluding Central Freight) (PWGSC) Frais d'expéditions %					
493	Postage & Parcel Post Affranchissement et colis postaux %					
686	Kit Folders / Boxes (From PWGSC) Trousse d'information / Boîtes (du TPSGC) %					
306	Printing (Speeches & News Releases only) (Excluding OGD) %					
427	Temporary Help Aide temporaire %					
	Other Autres %					
	Communications Branch Service Charge Frais de service de la Direction générale des communications					
	TOTAL (Non-salary Budget) TOTAL (budget non salarial)					
147	Overtime (Salary Dollars) Temps supplémentaire (fonds salarial)					

Authorizations (Must have delegated signing authority) - Autorisations (doit avoir le pouvoir de signature)

ORIGINAL ESTIMATE ESTIMATION	Program Director, Client Branch Directeur du programme, Direction générale cliente	Manager, Distribution and Informatics Services Gestionnaire, Services de distribution et informatique	Administration Officer Agent d'administration
Amendment Modification	Program Director, Client Branch	Manager, Distribution and Informatics Services	Administration Officer
Amendment Modification	Program Director, Client Branch	Manager, Distribution and Informatics Services	Administration Officer Agent d'administration
Amendment Modification	Program Director, Client Branch	Manager, Distribution and Informatics Services	Administration Officer

Commitment Code - Code d'engagement

Financial Coding - Code financier

PLEASE NOTE:

Invoices will be paid directly against your budget and copies will be sent to your Administration Unit. If commitments are not in RAMS as indicated above, your

NOTA :

Les dépenses seront imputées directement à votre budget, et un double des factures sera envoyé à votre unité administrative. Si les fonds ne sont pas

IC 2583BA (7/97)T

1 Distribution Officer / Agent de la distribution

2 Senior Communications Advisor / Conseiller principal en communications

3 Client Branch Administration Officer / Agent d'administration, dir. gén. cliente

4 Communications Branch File / Dossier de la dir. gén. des communications

Appendix D: Publishing checklist

Project officers may wish to photocopy these lists and insert a copy in each working file. Each step can then be checked off as it is completed.

1 – Project assessment and planning

Preliminary meeting with client and other key participants

- ☐ Solicit background information that will have a bearing on final form of the product
- ☐ Record client's requests and specifications on a preliminary Multimedia Services Project Proposal and Authorization (PP&A) form.

Project initiation

- ☐ Open a working file (including a project log)
- ☐ Prepare a production schedule
- ☐ Assess human resources required
- ☐ Commit funds (at Communications Branch, through PP&A completion and sign-off)
- ☐ Select suppliers and gather cost estimates
- ☐ Prepare contracts, call-ups against standing offers or purchase orders.

2 – Editorial services

Editorial production steps

- ☐ Assess readiness for publication
- ☐ Assign editing of original version
- ☐ Supervise any other editorial services
- ☐ Supervise fact checking
- ☐ Prepare preliminary pages
- ☐ Assign translation
- ☐ Assign editing of translation (including English/French comparison)
- ☐ Obtain client approval of editorial process
- ☐ Carry out quality assurance (QA) check.

3 – Design and typesetting services

Graphics production steps

- ☐ Order a design concept for cover and inside grid
- ☐ Obtain client approval of design
- ☐ Assemble text elements for typesetting (English and French)
- ☐ Supervise proofreading and correction of page proofs (English and French)
- ☐ Obtain client approval of final proofs
- ☐ Perform final quality assurance (QA) check.

4 – Printing and delivery

Printing requirements

- ☐ Prepare printing specifications
- ☐ Prepare delivery specifications
- ☐ Request printing estimates
- ☐ Select printer
- ☐ Finalize distribution plan
- ☐ Transmit final disks, or camera-ready artwork, to printer
- ☐ Proof chromalins/colour separations, if applicable
- ☐ Check blues
- ☐ Obtain client approval of blues, if required
- ☐ Check press proof, if necessary.

Upon delivery

- ☐ Verify that correct quantities of the product are received in proper locations
- ☐ Collect delivery slips from all locations
- ☐ Verify printed product and authorize release
- ☐ Check that all components (original diskettes, artwork, negatives, photos) have been returned.

5 – Electronic production

Electronic formats

☐ HTML
☐ Adobe Acrobat (PDF)
☐ Diskette (WordPerfect, ASCII text, etc.)
☐ CD-ROM

Electronic production steps

☐ Select a supplier
☐ Prepare a contract
☐ Transmit final typeset disk (English and French) to supplier
☐ Provide instructions to supplier (site to which the document is going, specifications, etc.)
☐ Proofread printout of electronic version (compare with printed version)
☐ Obtain client approval
☐ Transmit final electronic version to appropriate site.

6 – Post-production

Final steps

☐ Call post-mortem meeting
☐ Gather and process invoices from suppliers
☐ Store films and other printing components
☐ Close working file.

7 – Administrative matters

Paperwork to be administered

☐ Maintain working file
☐ Prepare and obtain approval of Project Proposal and Authorization (PP&A) forms
☐ Prepare contracts
☐ Amend PP&As or contracts, if necessary
☐ Obtain and record sign-offs
☐ Maintain up-to-date project log
☐ Close working file.

Appendix E: Multimedia Services sign-off control sheet

MULTIMEDIA SERVICES SIGN-OFF CONTROL SHEET
BORDEREAU D'APPROBATION – SERVICES MULTIMÉDIAS

PP&A no./N° de PPA : ______________________________

Title/Titre : ____________________ ____________________

____________________ ____________________

Final copy/Texte final
Client's signature/Signature du client : ____________________ **Date :** __________

English edited version/Version anglaise révisée
Client's signature/Signature du client : ____________________ **Date :** __________

French edited version/Version française révisée
Client's signature/Signature du client : ____________________ **Date :** __________

Design mock-ups/Maquette
Client's signature/Signature du client : ____________________ **Date :** __________

Final proofs/Épreuves finales
Client's signature/Signature du client : ____________________ **Date :** __________

Chromalins, blues/Bleus
Client's signature/Signature du client : ____________________ **Date :** __________

Electronic version/Version électronique
Client's signature/Signature du client : ____________________ **Date :** __________

Communications Branch **Direction générale des communications**

Appendix F: Glossary of publishing terms

Bindery method: The method used to put printed sheets together to form a publication.

Bleed: The ink is said to bleed when it extends past the edge of a page. The effect is produced by printing a fraction of an inch beyond the desired dimension and then trimming the sheet. Such practice contaminates the wastage and makes it unsuitable for recycling, and should be avoided.

Blueprint (blues): A photographic proof from a negative, the image usually being bluish.

Brochure: A pamphlet or other unbound, short publication with stitched pages.

Booklet: A small book consisting of as many as, but not more than, 24 pages, yet having a sufficient number of pages not to be classified as a pamphlet.

Camera-ready: Any artwork or typeset material ready to be taken to the film stage without further alterations.

Casebinding: A stiff-covered book in which the cover was prepared separately and later bound by gluing the end leaves to the book (as opposed to self-cover).

Cataloguing-in-publication (CIP): Indexing and cataloguing information used by libraries, which is printed on the copyright page. Usually used for publications that are for sale.

Chromalin (also spelled cromalin): A trademark that over the years has come to represent the most widely accepted of the pre-press proofing systems. It can simulate the hue and density of most printing inks and is therefore often used to proof colours.

Colour proof: A proof used to verify the combination and register of colours before final printing.

Colour separation: The division of colours from a multi-coloured original into basic portions, each of which is to be reproduced by a separate printing plate carrying a single process colour. Three, and often four (if black is used), separations are made for a continuous-tone work.

Diecutting: The cutting of paper, cardboard or other material with dies. At Industry Canada, some standard covers have a die-cut window through which the title, printed on the title page, can be seen.

Dummy: The preliminary drawing or layout showing the position of illustrations and text as they are to appear in the final reproduction.

Editing: The revision of the manuscript to ensure there are no errors. Levels of revision range from copyediting, which involves looking for consistency, spelling, punctuation, etc., to more substantive editing, which involves rewriting, reorganizing the text, etc.

English/French comparison: One of the steps of editing the second language so as to ensure consistency between the two languages.

Folder: A printed circular folded over one or more times without being stitched or bound.

Film: A sheet of transparent plastic coated with a photographic emulsion. Once exposed, it is developed to produce a negative which will serve to make a plate.

HTML: Hypertext Markup Language, used to create documents on the World Wide Web.

Inside grid design: Layout for the organization of the internal pages of a publication. It shows, among other things, margins and columns.

Layout: A visual plan for the arrangement of the type and illustrations.

Leaflet: A single sheet of printed matter, often folded but not stitched.

Overrun (overs): An allowance of sheets over the minimum quantity required for a job to compensate for any spoilage during printing as well as for make-ready and other ancillary operations. It can represent up to 10 percent of the requested number.

Pamphlet: A publication consisting of several sheets of unbound printed matter, either stitched, stapled or folded, and having a soft cover or self-cover. It is smaller than a booklet and differs from a brochure in that it always has a cover.

Paper weight: The thickness of the paper. In the printing trade, the basis weight of paper is the weight in pounds of 1000 sheets of a given area (for example, 25" x 38" __100 M means 1000 sheets 25" x 38" weigh 100 lbs).

Perfect binding: A method of binding the sheared back of a book with glue instead of stitching or sewing. The cover is drawn onto the glue.

Press check: A proof pulled on the production press to show exactly how the document will look when printed. Press proofs are expensive and are normally requested only for special jobs.

Printing components: Films, disks, artwork, photos or any other component used in printing.

Project Proposal and Authorization (PP&A) forms: Forms used by Communications Branch to list the costs for the different services and to commit funds.

Proofreading: The reading of a typeset text to correct errors. Proofreading may or may not involve comparison with the original copy. Often, proofreading involves several rounds of comparison of the corrected copy against the previous one.

Register: The precise superimposing of the separate plates of an illustration, especially one printed in two or more colours, in which case the term "colour register" is used.

Saddle stitching: The securing of pages of a booklet or pamphlet by means of wire stitches inserted through the centrefolds.

Self-cover: A cover that is printed on the same weight of paper as the rest of the publication.

Side-by-side (two-column) format: Two-column bilingual format where two versions of a text are placed alongside each other.

Side stitching: A method of stitching a booklet by means of wire staples driven through the margin of a book from front to back while it is in a closed position.

Stock: A term used by printers to identify paper.

Tumble format: Refers to a publication whose contents start at either end, meet in the middle, and are upside down with respect to each other (e.g. bilingual publication).

Widow: A word or short line of type isolated at the top or bottom of a column or page. To be avoided.

Appendix G: Standard proofreading symbols

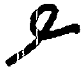
Style of type

wf //	Wrong front (size or style of type)
lc.	Set in LOWER CASE or ~~LOWER CASE~~
≡ caps	SET IN capitals
c & sc	Set in CAPS & SMALL CAPS
lc. & u.c.	Lower Case with Initial Caps
sm caps	Set in small capitals
rom.	Set in *roman* (or regular) type
ital.	Set in italic *(or oblique)* type
l.f.	Set in **lightface** type
bf.	**Set in** boldface **type**
∨7	Set superior character^7
∧7	Set inferior character$_7$

Positioning

]	Move to right]
[	[Move to left
‖	Align vertically
tr.	Transpose lettesr in a word
tr.	Transpose enclosed in ring matter
] [	Set in centre
[ ]	Square off or full measure

Delete or insert

	Delete, take out
stet	Let it stand--(all ~~matter~~ above dots)
o.s.c.	Out see copy If possible, make photocopy and staple to page with OSC marked.

Paragraphing

¶	Begin a paragraph
no ¶	No paragraph
run on	Run on
flush ¶	⊏No paragraph indention

Spacing

l/s	L/E/T/T/E/R S/P/A/C/E
#	Insert space/(or more space)
□	En quad space or indention
$\boxed{1}$	Em quad space or indention
$\boxed{2}$	2 quad space or indention
⁀‿	Close up en⁀‿tirely; take out space
‿	Less‿space‿between‿words
eq #	Equalize‿space/between‿words

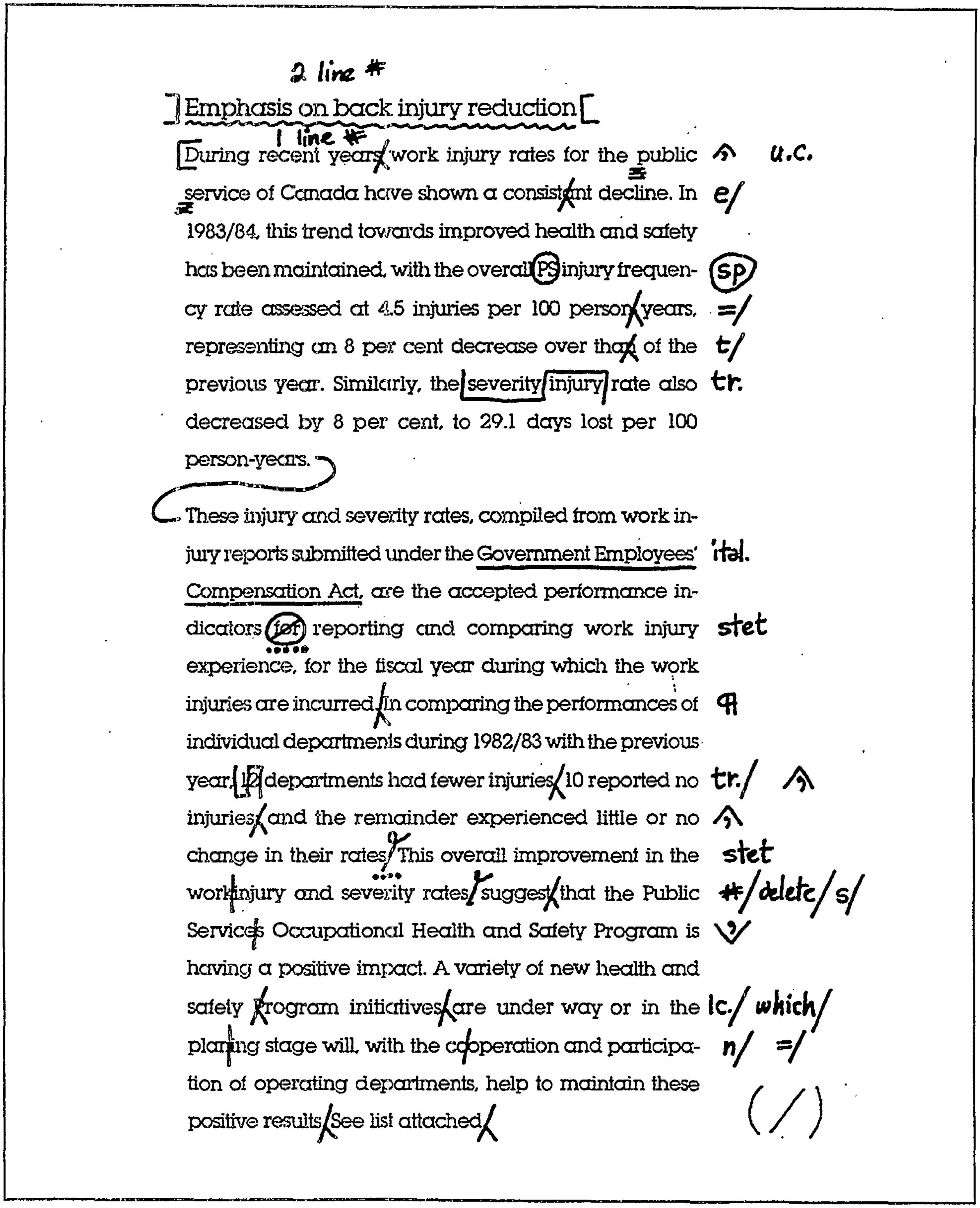
Punctuation

⊙	Insert a period⁁
(;)	Insert a semicolon⁁
⋀,	Insert a comma⁁
(:)	Insert a colon⁁
∨’	Apostrophe or single quote⁁
∨” ∨”	Quotation marks or quotes⁁
?/	Question mark or “query”⁁
!/	Exclamation mark⁁
=/	Insert hyphen⁁
│$\frac{1}{m}$│	Insert EM dash⁁
│$\frac{1}{n}$│	Insert EN dash⁁
(/)	Parentheses⁁
[/]	Brackets⁁

Miscellaneous

(SP)	Spell out (21 (gr))
ok w/c	OK “with corrections”
ok a/c	or as “corrected”
⎽┌	Break line⎽┌or word

SAMPLE OF A PROOFREAD PAGE



2 line #

Emphasis on back injury reduction

1 line #

During recent years work injury rates for the public ^ u.c.
service of Canada have shown a consistant decline. In e/
1983/84, this trend towards improved health and safety
has been maintained, with the overall PS injury frequen- (sp)
cy rate assessed at 4.5 injuries per 100 person years, =/
representing an 8 per cent decrease over thax of the t/
previous year. Similarly, the severity injury rate also tr.
decreased by 8 per cent, to 29.1 days lost per 100
person-years.

These injury and severity rates, compiled from work in-
jury reports submitted under the *Government Employees'* ital.
Compensation Act, are the accepted performance in-
dicators ~~for~~ reporting and comparing work injury stet
experience, for the fiscal year during which the work
injuries are incurred. In comparing the performances of ¶
individual departments during 1982/83 with the previous
year, 12 departments had fewer injuries 10 reported no tr./ ^
injuries and the remainder experienced little or no ^
change in their rates. This overall improvement in the stet
workinjury and severity rates, suggest that the Public #/delete/s/
Services Occupational Health and Safety Program is V/
having a positive impact. A variety of new health and
safety Program initiatives are under way or in the lc./ which/
planing stage will, with the cooperation and participa- n/ =/
tion of operating departments, help to maintain these
positive results. See list attached. (/)