

Cover and Interior Design Process

CM: Content Manager

VCM: Vendor Content Manager

CSD: Creative Studio Designer

1

The Cover/Interior Design Timeline

CMs/VCMs should request cover/interior designs no later than 12 weeks prior to the Project to Production Service date to ensure CSDs have enough time to deliver design packages on-time.

2

The Request Process

In order to get the design started, CMs/VCMs should initiate the Transmittal to Design (TTD) workflow using the [Creative Studio Request \(CSR\)](#) form.

3

The Design Process

CSDs will schedule a Launch meeting with key POD stakeholders within 2 weeks of receiving the Transmittal to Design (TTD) Request. The required TTD documents are: (1) Elements List, (2) Draft Table of Contents, (3) Sample Manuscript for Each Element, and (4) Content Plan or IDTF.

4

The Review Process

CSDs will continue to route Design Proofs to key POD stakeholders via Smartsheets.

5

File Storage

Once approved, the Interior Design, Cover Design, and Cover Mechanical Packages are posted in the Digital Source Repository (DSR) on Alfresco.

Remember...

Please reach out to your Creative Studio Designer with any questions.