

Cover Mechanical Process

Updated December 2022

Key Contributors

CSD = Creative Studio Designer

CM/VCM = Content Manager/E2E Content Manager

DV = Design Vendor

IC Freelance Designer = Independent Contractor Freelance Designer

Preliminary Mechanical Creation/Review (DV/CSD/IC Freelance Designer)

1. Within two weeks of the approval of the cover design, the **CSD** will create or have the cover designer (**DV/IC Freelance Designer**) create a draft Cover Mechanical design based on the approved standard cover mechanical templates.
2. The **CSD** will route the Cover Mechanical to the project stakeholders in Workfront for approval. Stakeholders should refer to the [Cover Mechanical Checklist](#) if unsure what needs to be reviewed.
3. Once approved, the **CSD** will coordinate having the Cover Mechanical Design Package uploaded to the **Digital Source Repository (DSR)** and instruct the **CM/VCM** to download the package for the **Production Service Vendor**.

Final Mechanical Creation/Review (Production Service Vendor)

4. The **CM/VCM** manages completion of the cover mechanicals through the **Production Service Vendor**. The **Production Service Vendor**:
 - Receives printer templates from the **Printer** (*if needed*).
 - Adjusts mechanical (spine, bleed, allowance) to match printer template or final page count/PPI.
 - Verifies ISBNs and bar codes
 - Makes corrections if necessary
 - Incorporates C2, C3 content as applicable, working with **CSD** as needed
 - Performs Preflight
5. **Production Service Vendor** provides proofs of completed mechanicals and printer templates to the **Product Team** for final approval.
6. Once approved, **Production Service Vendor** certifies covers, uploads to **Printer** and archives all final files.