Transmittal to Design in Workfront: End-to-End/VCMs

Updated January 2023

VCM = Vendor Content Manager
CSD = Creative Studio Designer
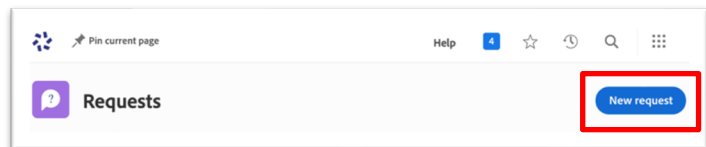**CL VCM PM** = Cengage E2E Project Manager
PPM = Portfolio Product Manager

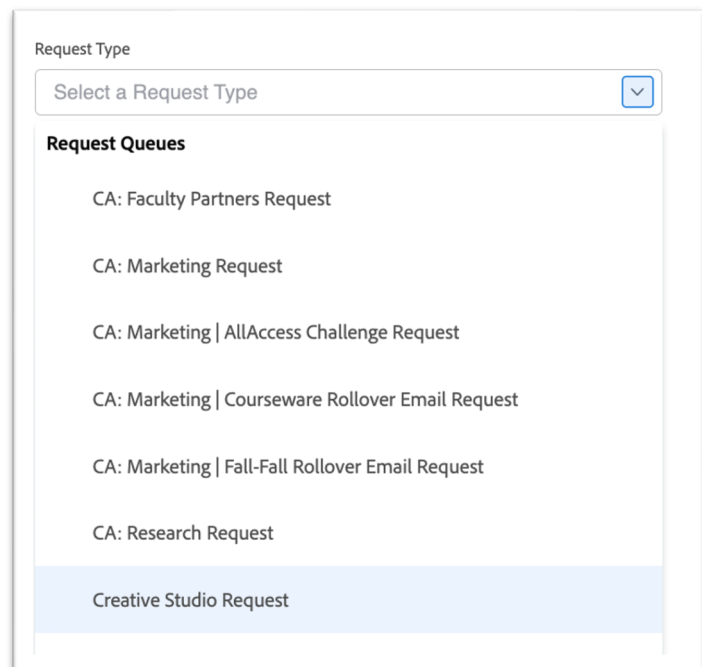## Using the Creative Studio Request form (CSR)

Approximately 12 weeks prior to Project to Production Service, the **VCM** submits the To-Design Package via the Creative Studio Request form or CSR via this [link](#).

Note: If you have never used our Workfront Request form before, please click the following link to login via Okta before submitting a CSR: https://cengage.my.workfront.com/

1. Launch the CSR form url and select the "New Request" button:

2. The "New Request" window will open. From the **Request Type** dropdown, select "Creative Studio Request"

3. From the **Creative Studio Request** dropdown, select "HED Product Design" from the Request Type dropdown menu

Creative Studio Request ⓘ

Cengage - Other

HED Product Design

HED Product Media

4. in the **Subject** field, populate the ISBN-Author-Product Title-Edition.

Subject *

ISBN-Author-Product Title-Ed

5. In the **What type of creative deliverable is needed?** dropdown, select "End-to-End (E2E) Cover or Interior Design".

Creative Studio: HED Product Design Request Form

What type of creative deliverable is needed? * ⓘ

End-to-End (E2E) Cover or Interior Design

Cover and Interior Design

Cover Design Only

Interior Design Only

✓ End-to-End (E2E) Cover or Interior Design

6. In the **HED Product Discipline** dropdown, select the POD/Discipline of the product you are submitting. **Note:** Selecting the correct discipline is important to ensure the project is assigned correctly. If you are unsure, check IPS or contact your CL VCM PM.

HED Product Discipline * ⓘ

Accounting

Anatomy & Physiology

7. In the **ISBN for records and billing** field, populate the Core Print ISBN.

ISBN for records and billing *

8. In the **Who is the Portfolio Product Manager?** dropdown, select the **PPM** assigned to the product you are submitting. If you can't find the **PPM's** name in the dropdown, select OPEN.

Who is the Portfolio Product Manager?*

⌄

0 of 37 selected   Select All   Deselect All

☐ Nicole Robinson

☐ Nick Perry

☐ Andrea Henderson

☐ Emily Olsen

9. In the **Who is the CL VCM PM?** dropdown, select the **CL VCM PM** assigned to the product you are submitting.

Who is the CL VCM PM?*

0 of 3 selected   Select All

☐ Jenny Ziegler

☐ Sheila Moran

☐ Abby DeVeuve

In-Stock Date* ⓘ

10. Complete populating the remaining information required: **Author, Title, Copyright Year, In-stock Date** for the product you are submitting.
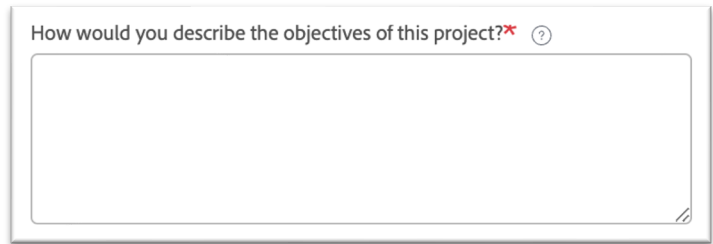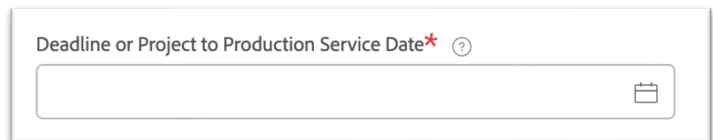
Author ⓘ

Title* ⓘ

Copyright Year*

In-Stock Date* ⓘ

11. In **How would you describe the objectives of this project?**, please enter the project specific details explaining the purpose of the request. *I.e.: What type of design is needed? Pick-up, Modify, E2E Library, etc...*

How would you describe the objectives of this project?* ⑦

12. In the **Deadline or Project to Production Service Date** field, select the date the final interior design package is due. **Note:** this date should be at least 12 weeks from the date you are submitting the CSR.
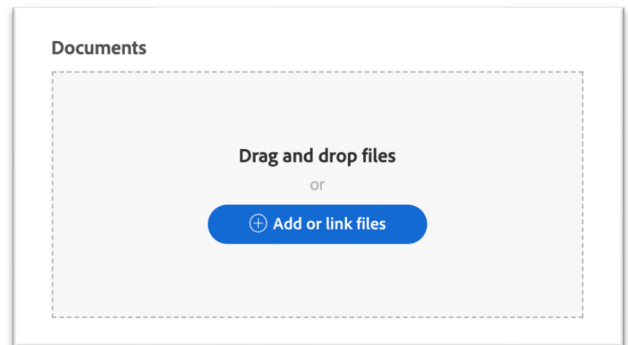
Deadline or Project to Production Service Date* ⑦

13. If you know the Cover Design due date, select the date for **Cover Design Deadline**
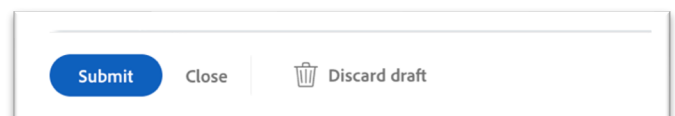
Cover Design Deadline

14. Under **Documents**, drag and drop or click to add the required Transmittal To Design (TTD) files:
    - **IDTF** (Project Details)
    - **Visual Design Plan Elements List** (Elements list of all of the elements included in the Sample Manuscript)
    - **Table of Contents** (TOC) (draft—if final is not ready)
    - **Sample Manuscript** (Front Matter, Chapter Content, and Back Matter representing all of the elements that need to be designed for. This can be a PDF from the prior edition, but any new elements must be provided also)
    - **Art Manuscript** (if new graphics/line art program is needed or existing art needs modifications, i.e. converting an art program from 1-color to 4-color)

Documents

Drag and drop files
or
⊕ Add or link files

Note: If any of these documents are missing or incomplete, the request may be rejected and you will be asked to resubmit.

15. After all of the files have been attached, select the "Submit" button. This will send an automated email to the Creative Studio Visual Design Manger so your aligned **CSD** can be assigned within 48 hours/2 business days.

Submit   Close   🗑 Discard draft

16. After the **CSD** is assigned, both the **VCM** and the **CSD** will receive a notification email. The **CSD** will review the attached documentation and either:
    a. Email the **VCM** if any of the required documentation is missing or needed. The **CSD** cannot schedule a Design Launch until the required documentation is provided.
    b. Schedule the Design Launch with the **Portfolio Product Manager/PPM** within 2 weeks from the assignment receipt. The **CSD** will email the expected final Interior Design package and final Cover Design package dates to the **VCM** and **CL VCM PM** once those dates are determined.