Transmittal to Design in Workfront

Updated January 2023

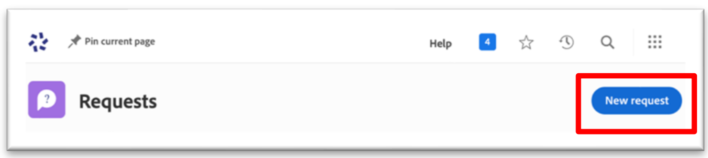
CM = Content Manager
CPM = Content Project Manager – Cengage Canada
CSD = Creative Studio Designer

Using the Creative Studio Request form (CSR)

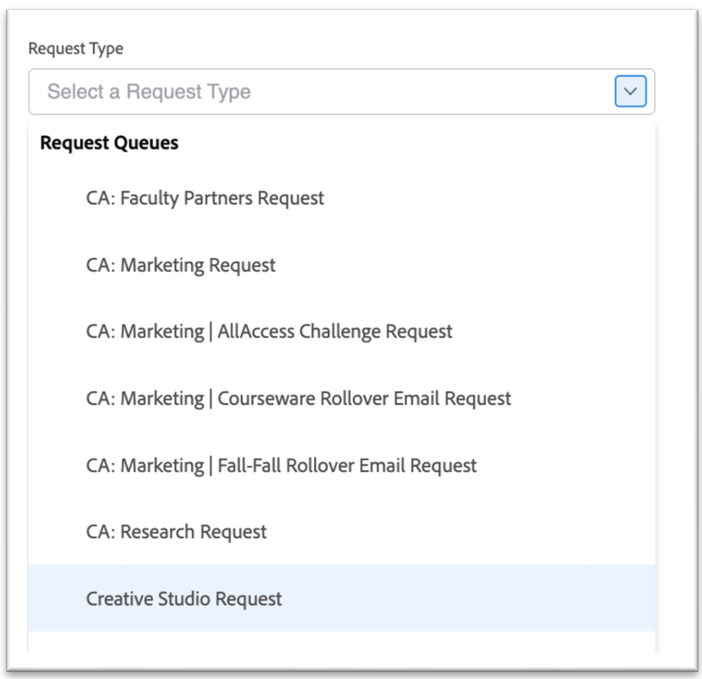
Approximately 12 weeks prior to Project to Production Service, the **CM/CPM** submits the To-Design Package via the Creative Studio Request form or CSR via this link.

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/

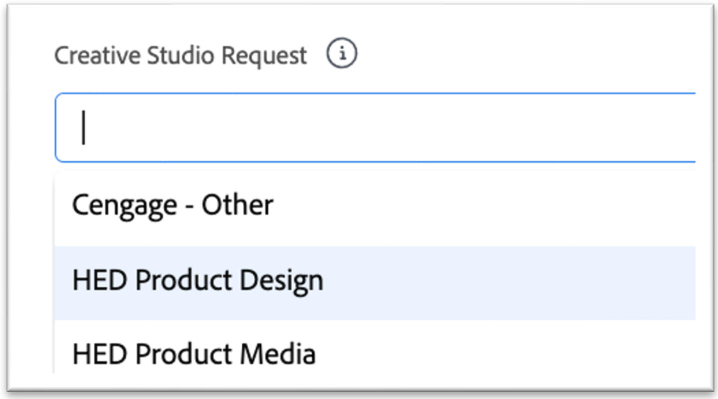
1. Launch the CSR form url and select the "New Request" button:



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

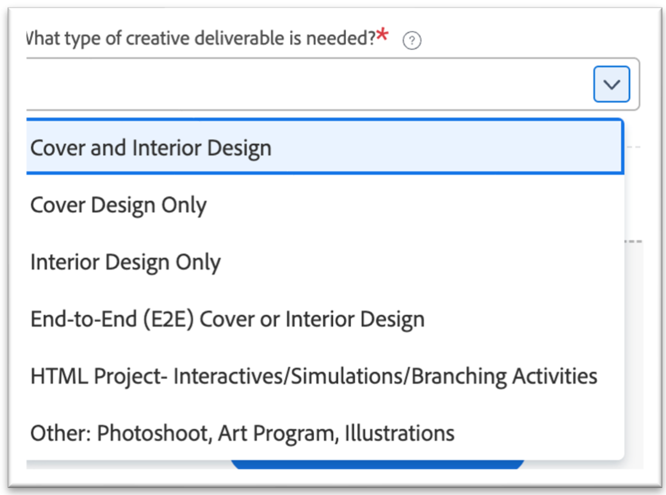


3. From the **Creative Studio Request** dropdown, select “HED Product Design” from the Request Type dropdown menu

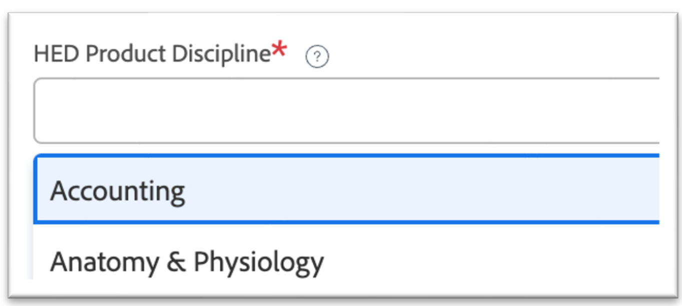


4. Populate the ISBN-Author-Product Title-Edition in the **Subject** field.

5. From the **What type of creative deliverable is needed?** dropdown, select one of the following:
   - Cover and Interior Design if you need both created for your project.
   - Cover Design Only if this is just a cover design request.
   - Interior Design Only if this is just an interior design request.
   - HTML Project – Interactives/Simulations/Branching Activities
   - Other: Photoshoots, Art Programs, Illustrations



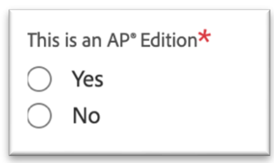
6. From the **HED Product Discipline** dropdown, select the POD/Discipline of the product you are submitting for. **Note: if this is a Cengage Canada project, select Cengage Canada from the list.**



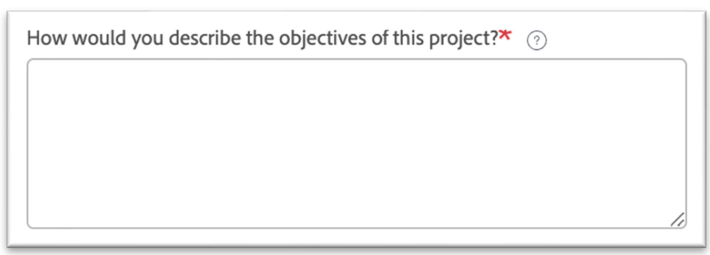
7. Populate the product ISBN in the **ISBN for records and billing** field.

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

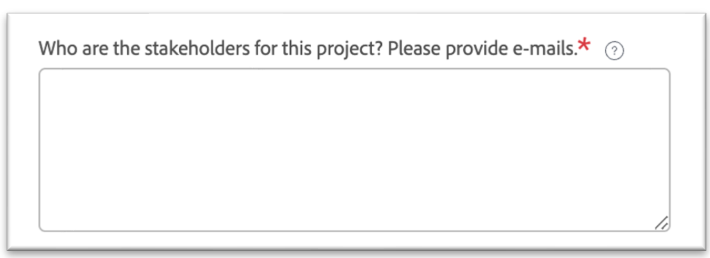
9. Indicate if this **is an AP® Edition** or not.



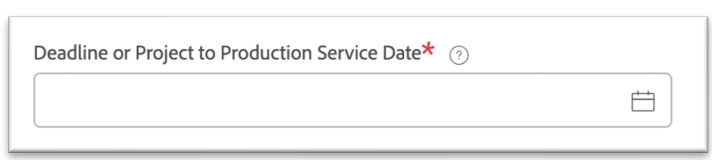
10. For **How would you describe the objectives of this project**, please enter any project specific details explaining the purpose of the request.



11. Supply the project stakeholders' email addresses in the **Who are the stakeholders for this project? Please provide e-mails.** text field. Typically the stakeholders are the PM, LD, and MM. Please check with your project team to ensure you are accounting for the correct stakeholders

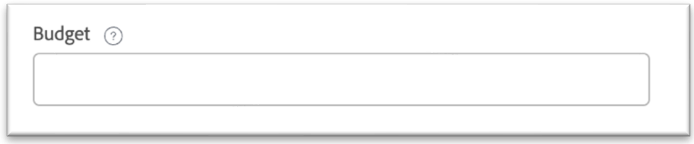


12. Select the date the final interior design package is due for **Deadline or Project to Production Service Date.**

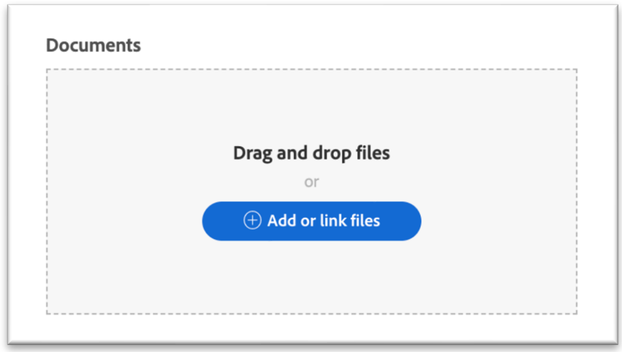


13. If you know the Cover Design due date, select the date for **Cover Design Deadline**

14. If you know the interior design and/or cover design budget from IPS Lines 310 and 820, populate them under the **Budget** text field.

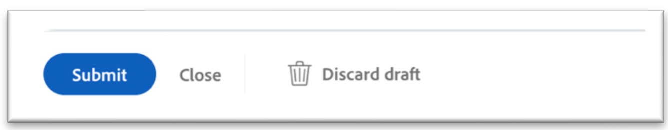


15. Under **Documents**, drag and drop or click to add the required Transmittal To Design (TTD) files:
    - **Visual Design Plan** (Project Details + Elements list of all of the elements included in the Sample Manuscript)
    - **Table of Contents** (TOC) (draft—if final is not ready)
    - **Sample Manuscript** (Front Matter, Chapter Content, and Back Matter representing all of the elements that need to be designed for.)
    - **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)



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

16. After all of the files have been attached, hit 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.



17. After the **CSD** is assigned, both the **CM/CPM** and the **CSD** will receive a notification email. The **CSD** will review the attached documentation and either:
    a. Schedule the Design Launch with the **Portfolio Product Manager/PPM** within 2 weeks from the assignment receipt.
    b. Email the **CM/CPM** if any of the required documentation is missing or needed. The **CSD** cannot schedule a Design Launch until the required documentation is provided.