

Visual Design Plan

Please submit 12 weeks before the Transmittal to Production Service along with the following documents:

Sample manuscript

Draft table of contents

Art Manuscript (if changes needed)

IDTF (if E2E)

Use the free form text fields, check boxes, and drop down menus in this form to create the Visual Design Plan for your product to initiate the design process.

This form helps your Creative Studio Designer plan and create a design for every element so the compositor knows how to typeset all of the content. The interior design package will only include the elements you provide in this document.

If you need to describe something not available in the form, use the note fields in each section.

If any area of the form does not apply to your product, leave it blank.

Basic Information

ISBN Edition Author(s)

Title

Subtitle

Specifications

Trim Size	Interior Color	Layout	Bind Style
8.5 x 10.875 6 x 9	1 color	1 column	Softbound
8 x 10 5.5 x 8.5	4 color	2 column	Casebound
8 x 9.125 Other		major/minor	Other

Prior edition ISBN:

Prior edition number of chapters:

Number of chapters:

Estimated page count:

Prior edition page count:

Prior edition trim size:

DSR folder set up:

Date interior design due to production service:

Date cover design due:

Does Author(s) have contractual review/approval: Yes No

Are any additional versions of the cover required? Ex: K12, AIE, lab manual Yes No
If yes, please list/explain below.

Cover Design Notes

Goals

Avoid

Marketing Information - Reach out to your LD or MM if you're unsure where to find this information.

Competitive Titles

Market/Target Audience (Who uses this product?)

Course Description

Key Concepts covered unique to this product (What sets this apart from past edition/competition?)

For assistance, pull the prior edition elements list or the MUDD pdf found on Alfresco.

Front Matter

Inside Front Cover Description	Inside Back Cover Description	Insert (separate from tri-fold or gate fold) Description

Front Matter	Table of Contents	Notes
<ul style="list-style-type: none"> Half-title page Blank Title page Copyright page Dedication Brief contents Table of contents Preface About the author Visual preface/walkthrough Acknowledgements Reviewers List of Contributors 	<ul style="list-style-type: none"> Contents title Contents front matter entry title Contents part/unit title Contents part/unit number Content head level 1 Content head level 2 Content head level 3 Content head level 4 Content head level 5 Contents chapter number Contents chapter title Contents feature title Contents feature number Contents back matter entry title 	

Part Opener

Hierarchy	Part/Section Opener	Notes
<p>Select all the product divisions.</p> <ul style="list-style-type: none"> Section Unit Part Chapter Module 	<p>Select the part/section elements. If the product only has chapters or modules, then feel free to skip this area of the form.</p> <ul style="list-style-type: none"> Part number Part title Part subtitle Part objectives Part outline Part opener caption Part opener head Part opener bulleted list Part opener numbered list Part opener quotation Part opener quotation source Part opener vignette Part opener vignette title 	

Chapter Opener

Chapter number- CHN
Chapter title- CHT
Chapter subtitle- CST
Chapter objectives title- COOBT
Chapter objective lead-in- COOBL
Chapter objectives list- COOB
Chapter outline list- COOL
Chapter outline title- COOT
Chapter quotation- COQUO
Chapter quotation author- COQUOAU
Chapter quotation source- COQUOS

Chapter opener caption- COCAP
Chapter author bio- COBIO
Chapter author/byline- COAU
Chapter author affiliation- COAUAF
Chapter Concepts/Key Points - COCN
Chapter Concepts/Key Points title- COCNT
Chapter Opening Vignette- COVG
Chapter Opening Vignette Source- COVGS
Key Term List- KTRML
Chapter intro title- COINTT

Notes

Chapter Body

Basal text - TX1
Figure number - FGN
Figure caption- FGCAP
Figure credit- FGCR
Table number - TBN
Table title - TBT
Table caption - TBCAP
Table source- TBS
Head level 1- H1
Head level 2 - H2
Head level 3 - H3
Head level 4 - H4
Head level 5 - H5
Head level 6 - H6
Key term in the text - KTRM
Bulleted list - BL
Numbered list - NL
Alphabetical list - AL
Multi column list - MCL
Running footer with folios - RFFO
Running header with folios - RHFO
Step list (e.g., "Step 1") - STPL
Alphabetical list - AL
Unnumbered list - UL
Outline list - OL
Cross reference - XREF
Footnote - FTN
URL in text - URL

Legal citation - LGLCT
Extract - EXT1
Extract author - EXTAU
Extract source - EXTS
Margin glossary - MGGL
Margin quote - MGQUO
Margin box - MGB
Tutorial - TUT
Vignette title - VGT
Vignette text - VGTX1
Vignette source - VGS
Example - EXA
Example number - EXAN
Example title - EXAT
Equations in text - EQ
Computer code in text - CTX
Chemistry in text - CHEM
Activity title - ACTT
Activity number - ACTN
Exercise - EXE
Exercise number - EXEN
Exercise title - EXET
Multimedia resources - MMRES
Dialogue - DIA
Poem title - PMT
Poem text - PM1
Poem source - PMS
Icons within text

Notes

End of Chapter

Head level 1 - EOCH1
Head level 2 - EOCH2
Head level 3 - EOCH3
Basal text - EOCTX1
Bulleted list - EOCBL
Numbered list - EOCNL
Alphabetical list - EOCAL
Summary/Conclusion - EOCSM
Review - EOCREV
Key Terms List - EOCKTRM
Key Terms definitions - EOCKTRMDEF
Question section instructions - EOCIX
Essay questions - EOCESQ
Fill-in-the-blank questions - EOCFIB

Matching questions - EOCMQ
Multiple choice questions - EOCMULT
Short answer essay - EOCSAESQ
True/False question - EOCTF
References - EOCREF
Key terms list - EOCKTRM
Discussion list - EOCDSCNL
Exercises - EOCEXE
Resources - EOCRES
Media Resources - EOCMMRES
Quotation - EOCQUO
Reading - EOCR
Notes or end notes - EOCNO
Appendix - EOCAPP

Notes

Back Matter

Appendix title - APPT
Appendix subtitle - APPST
Appendix level 1 head - APPH1
Appendix level 2 head - APPH2
Appendix lettered list - APPAL
Appendix bulleted list - APPBL
Appendix multi-column list - APPMCL
Appendix numbered list - APPNL
Appendix unnumbered list - APPNL
Appendix source note - APPSNO
Appendix footnote - APPFTN
Endnote list title - ENDNLT
Endnote list - ENDNL
Credits title - CRT
Credits head 1 - CRH1
Credits head 2 - CRH2

Credit number - CRN
References/Biblio title - REFT
References/Biblio head - REFH
References URL - REFURL
References text - REFTX
Glossary title - GLT
Glossary head (e.g., "A") - GLH
Glossary term - GLTRM
Glossary definition - GLDEF
Index title - INDT
Index head (e.g., "A") - INDH
Index main entry - INDE
Index "See Also" entry - INDSA
Index subentry - INDSE1
Index sub-subentry - INDSE2
Index note - INDNO

Notes

Feature Boxes

Box 1 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 2 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 3 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Feature Boxes

Box 4 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 5 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 6 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Feature Boxes

Box 7 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 8 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes

Box 9 Title

Box title- BT
Box subtitle- BST
Box number- BN
Box author - BAU
Box head level 1- BH1
Box head level 2- BH2
Box head level 3- BH3
Basal text - BTX1

Box numbered list- BNL
Box bulleted list- BBL
Box unnumbered list- BUL
Box multicolumn list- BMCL
Box lettered list- BAL
Box figure number- BFGN
Box figure caption- BFGCAP
Box figure source- BFGS

Box table number- BTN
Box table caption- BTCAP
Box table source- BTS
Box questions title - BQT
Box questions- BQ
Box extract/quote - BEXT1
Box source- BS
Box footnote- BFTN

Notes