

# 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.

For training documents to assist in completing this form, reference resources on the Creative Studio website: <https://cs.cengage.com/resources/>

---

## Basic Information

ISBN  Edition  Full name and order of 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:

Estimated page count:

Prior edition number of chapters:

Prior edition page count:

Number of chapters:

Prior edition trim size:

---

DSR folder set up:

Date interior design due to production service:

Paging to begin date:

Date cover design is due for marketing:

In-Stock Date:

Copyright Year:

Does Author(s) need to review:

<b>Cover</b>	Yes	No	If Yes, when:	First Pass	Second Pass	Final	All Rounds
<b>Interior</b>	Yes	No	If Yes, when:	First Pass	Second Pass	Final	All Rounds

Failure to complete this page when a cover is requested will result in the CSR being rejected or the project converted to interior only. If converted to interior only, a new cover would CSR will be required.

**Are any additional versions of the cover required?**

Yes      No

Reference ancillaries in IPS for additional versions (ex: K12, AIE).

If yes, please select the type and list the ISBN.

- 1. ISBN
- 2. ISBN
- 3. ISBN
- 4. ISBN
- 5. ISBN

If Split is selected, explain the title or subtitle change between the books:

**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** List below. Do not link to an external document.

1. Title/Publisher	Author	Edition
2. Title/Publisher	Author	Edition
3. Title/Publisher	Author	Edition
4. Title/Publisher	Author	Edition
5. Title/Publisher	Author	Edition
6. Title/Publisher	Author	Edition
7. Title/Publisher	Author	Edition

**Market/Target Audience** (Who uses this product?)

**Course Description**

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

Reference the Project Scoping Form as needed.

---

Are specifications present and correct in IPS?

What is the scope of the interior design work? Check all that apply.

New

Pick up prior with no changes

Design Library If yes, provide Design Library Information:

Pick up an interior from another title. If yes, provide title & ISBN:

Accessibility review

Color palette update

Chapter opener redesign

Feature boxes redesign

New Elements

Other If other, please explain:

**Elements Being Added** Provide sample manuscript of new elements.

**Elements Being Removed**

**Additional Interior Design Notes**

## Art Program

If a title hasn't been recently revised, the line art may need to be updated for accessibility.  
Reference the Project Scoping Form as needed.

---

**Art/Photo Program Description**

**Line Art Updates**

Is there budget to update the line art? Yes No

Is a photo shoot required for new/replacement photos? Yes No

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

## Front Matter

<p><b>Inside Front Cover</b> Reference prior edition updf or cover mechanical and describe below.</p>	<p><b>Inside Back Cover</b> Reference prior edition updf or cover mechanical and describe below.</p>	<p><b>Insert</b> (separate from tri-fold or gate fold) Description</p>
---	--	--

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

## Part Opener

Hierarchy	Part/Section Opener	Notes
<p>Select all the product divisions.</p> <ul style="list-style-type: none"> <li>Section</li> <li>Unit</li> <li>Part</li> <li>Chapter</li> <li>Module</li> </ul>	<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"> <li>Part number</li> <li>Part title</li> <li>Part subtitle</li> <li>Part objectives</li> <li>Part outline</li> <li>Part opener caption</li> <li>Part opener head</li> <li>Part opener bulleted list</li> <li>Part opener numbered list</li> <li>Part opener quotation</li> <li>Part opener quotation source</li> <li>Part opener vignette</li> <li>Part opener vignette title</li> </ul>	

## 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 - EOQR  
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

A feature is a recurrent type of text component of varying length with a unique design treatment from the running text.

### 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