



Project managing your publication

This factsheet steps project managers through the key stages involved in publishing a print resource.

Step 1 - Plan the right product

- Why are you doing this?
- Who is it for?
- What do you hope to achieve?
- Do similar resources exist?
- What do you know about your target audience?
- How will you reach them with promotion and distribution?

Step 2 - Start to shape your publication

- What format should it be in? e.g. book, pamphlet, poster, template, letter.
- How long should it be?
- What level of information does your target audience need, e.g. is it for the client or their service provider?
 - ✓ if targeting both you may need two versions
- How much will your audience be willing and able to read?
- What should the language level be?
- Should you charge a fee for it?
- Should you use a commercial publisher?
 - ✓ if you decide to get a quote from a publisher, refer to the Foundation's factsheet: *Choosing a publisher*.

Step 3 - Plan your project

- What is your time frame? Don't underestimate the time involved in producing a resource.
- What is your budget? Consider which elements need to be outsourced, e.g. editing, design, translation, printing, distribution.
- Who is to manage the project? Make sure that everyone involved understands what their roles are (and aren't). Keep a written record of responsibilities, decisions made, timelines to keep, contact details, etc.
- Determine who is going to sign off on the project.
- Develop a project plan.
- Create a reference group of stakeholders. Consult with this group throughout the project. Have at least one face-to-face meeting.

STEPS

1. Plan the right product
2. Start to shape your publication
3. Plan your project
4. Draft content
5. User test content and redraft
6. Design and typesetting
7. Indexing
8. Printing
9. Promotion and distribution
10. Don't let your resource die of neglect



Project managing your publication

Step 4 - Draft content

- Work out the content and structure of the resource including the length and level of detail for each section.
 - ✔ Refer to the Foundation's *Publishing checklist*, for information on drafting content and what to include in your publications, e.g. date, jurisdiction.
- Use appropriate language for your audience and follow plain language principles.
 - ✔ See the Foundation's resource.
- If there are multiple authors, agree on style and format for consistency.
- Use an experienced editor to edit and proofread.
- Brief the editor about the aim of the resource and the audience.
- Have the information checked by a lawyer with expertise in the area.
- Include relevant sources of legal help.
- Obtain permission for the copyright or moral rights for any work done by someone else, including illustrations.
 - ✔ Refer to the Copyright Council website — www.copyright.org.au
- Include acknowledgement of external funding.

Step 5 - User test content and redraft

- Test content with a selection of potential users including your reference group.
 - ✔ See the Foundation's resource: 'How to find out if your document really works'
- Redraft in response to reference or user group feedback. Have the redrafted sections checked by a lawyer with expertise in the area.
- If possible, test the resource again after it has been designed and typeset

Step 6 - Design and typesetting

- Use a designer.
 - ✔ A good designer can: help your readers to understand the information, make a publication look more authoritative and attractive, advise on printing and liaise with the printer and assist with promotion.
- Take time to fully brief the designer as later changes will be charged for. When briefing a designer make sure that decisions are in writing and that the goals of the project and the target audience are made clear. Clearly articulate the desired outcome and the feel of the publication and any specific requirements about colours, size, budget, timing and quantities are made clear.
- Emphasise readability.
- A designer will generally come up with three different concept designs. Check whether the design is appropriate for the audience and whether it makes the information more accessible



Project managing your publication

Step 7 - Indexing

- Decide if your document will have an index. An index will help readers find specific information in a larger publication.
- If creating an index, remember to update after proofreading corrections to ensure any changes that impact pagination are reflected correctly.

Step 8 - Printing

- Obtain at least two quotes for printing. Prices can vary widely. Check to see if minor changes to a final proof will be charged for.
- Choose printers experienced in printing the format of the resource you are producing, e.g. book printers for books.
- If possible, leave briefing the printer to the designer who may have a preferred printer who can offer a competitive price.
- If briefing the printer yourself, provide information on format of artworks, quantity, paper, size, colours, timeframes, and delivery instructions.
- Check printing proofs for any errors.

Step 9 - Promotion and distribution

- Revisit, refine and implement your promotion strategy.
- Think about where your audience might start looking for this information. That's where they need to find you.
- Draw up a promotional plan and decide on a distribution strategy. To assist with this, use your steering committee and focus groups.
- ✓ See the Foundation's factsheets, *How to promote your resource* and *Distributing your resource*.

Step 10 - Finally, don't let your resource die of neglect

- Have a system in place to update the resource when there are changes to the law.
- Monitor stock movements for reprints as necessary.
- Keep up the marketing.
- Evaluate your resource.