



**McDougal
Littell**

New possibilities in book publishing

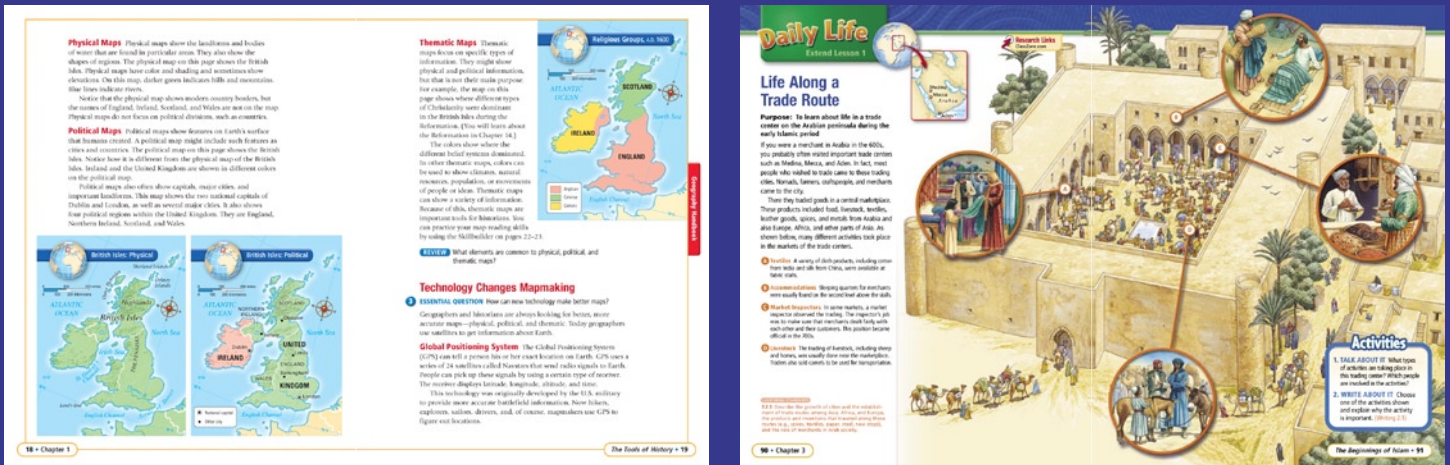
Top educational book publisher appeals to media-savvy students while saving thousands in production costs using Adobe® InDesign® and Adobe Creative Suite



In today's media-driven world, where television, computer-generated animations, and other "eye candy" are commonplace, schoolbook publishers must try to engage students with lively text and interesting visuals so that learning can take place. To accomplish this, top educational publishers are enhancing the visual appeal of their products to put them on par with popular newsstand magazines.

At Houghton Mifflin Company's McDougal Littell division, an all Adobe publishing solution is at the heart of the company's efforts to publish books that can hold students' attention while helping them learn. In 2003, the company adopted Adobe InDesign CS, Adobe InCopy®, and other components of Adobe Creative Suite—Acrobat®, Illustrator® CS, and Photoshop® CS software—to enhance textbook quality and improve workflow productivity.

McDougal Littell textbooks are known for their exceptional verbal-visual integration: each visual element enhances the learning experience. The publisher depends on Adobe Creative Suite and the advanced design features of InDesign CS to produce sophisticated layouts that appeal to today's media-savvy students. For example, InDesign CS made it easy to manage and correctly output the complex layering effects used in the layout below.



“McDougal Littell is respected in the industry for exceptional verbal-visual integration in its textbooks—each visual element enhances the learning experience,” explains Susan Shorey, McDougal Littell vice president and director of production and publishing technologies. “Adobe Creative Suite and the advanced design features of InDesign CS have dramatically improved our ability to appeal to today’s media-oriented students.”

McDougal Littell publishes thousands of titles each year, including print and interactive materials for language arts, mathematics, social studies, world languages, and science for grades 6 through 12. The company also creates ancillary materials such as study guides and repurposes print content for electronic learning materials such as eBooks.

Discovering new possibilities

Before adopting Adobe InDesign CS and Adobe InCopy, McDougal Littell used QuarkXPress™ as its primary page layout tool in conjunction with Adobe Photoshop, Illustrator, and Acrobat. According to Shorey, the company was satisfied with its previous

workflow and toolset and had no issues with producing materials. Then in February 2002, staff members saw a demonstration of Adobe InDesign and InCopy software and realized what the company had been missing.

“We were all totally wowed by InDesign and couldn’t wait to get a pilot project started,” says Shorey. “We saw that Adobe had done its homework, improving on other offerings in the industry. We were relieved that we hadn’t missed anything yet because InDesign software was still brand-new.”

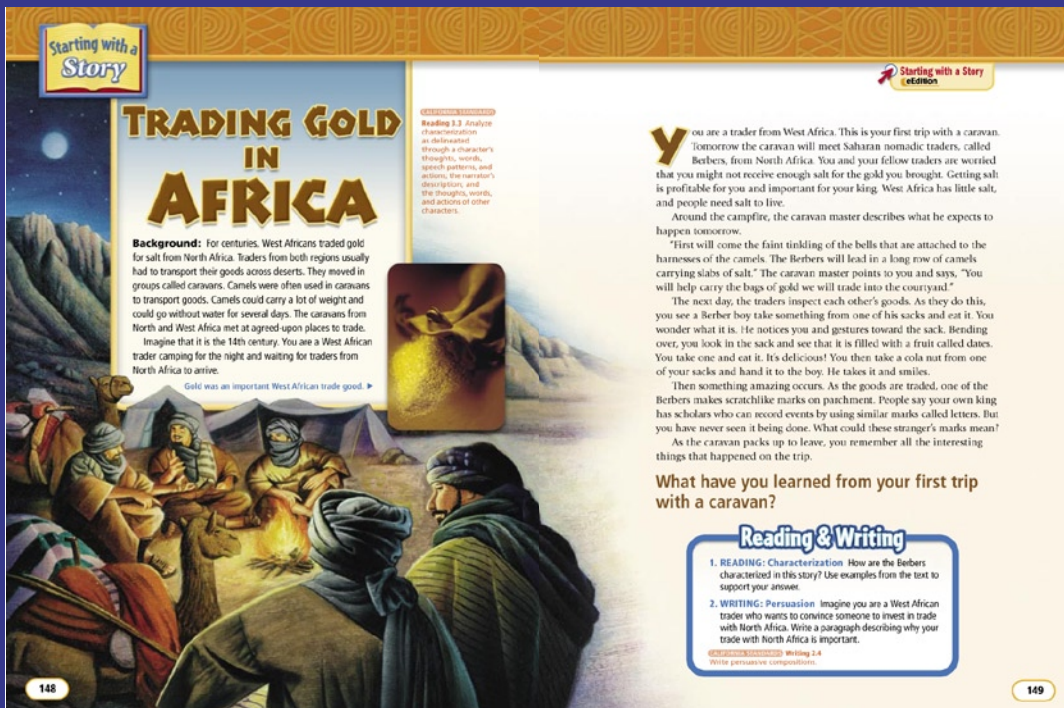
Shorey and her team also saw that InDesign would enable a more integrated, productive workflow by enabling the company to move to a consistent set of tools from one vendor. The tables, blends, and transparency features built into InDesign CS would also enable development of more creative, magazine-style effects faster and easier than was possible in the past.

In addition to offering a more integrated workflow, McDougal Littell realized that support for XML in InDesign CS would make it easier to repurpose print content for electronic materials such as eBooks. And because of the built-in features of InDesign CS such as transparency effects, IT staff would no longer have to purchase and manage a wide variety of extensions such as those that were previously required to generate effects using QuarkXPress.

In addition, the writing and editing tools in InCopy software would enhance quality control and speed production time. Instead of handwriting corrections on hard-copy proofs, editors could edit

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copy electronically while designers were laying out pages. This parallel approach would also take the guesswork out of making corrections and enable everyone to work in parallel on the same pages.

Gravitating to InDesign

Based on a desire to streamline its workflow and further improve textbook quality, McDougal Littell transitioned to InDesign CS and InCopy software. The company's dedicated trainers provided hands-on training based on the Adobe Classroom in a Book® series, supplemented by Total Training DVDs and other materials.

Because InDesign shares common tools, palettes, and commands with Illustrator and Photoshop, the McDougal Littell design team needed only a few days to familiarize itself with the program. "Staff who were familiar with Illustrator or Photoshop gravitated to InDesign and learned the software quickly," says Mike Rankin, prepress specialist and software trainer for McDougal Littell.

In 2004, McDougal Littell produced all of its textbook titles using InDesign and InCopy. Transitioning to the new software was a non-issue for McDougal Littell's print service providers, according to Shorey. The company sent sample high-resolution Adobe Portable Document Format (PDF) files to all of its major printers in advance to resolve any issues with outputting files.

Increasing productivity on many fronts

In creating titles such as *Middle School Math* and *World Geography*, McDougal Littell staff can create photocompositions, drop shadows, and other

attention-grabbing effects faster than ever before. Designers now spend less time moving among different graphics programs and more time building pages within InDesign. Because they can work with native Illustrator and Photoshop files, the designers no longer have to flatten artwork and images such as maps and photos for placement into layouts, eliminating the need to manage both live and flattened versions of files.

InDesign provides a wide variety of ways to streamline production and ensure consistency, such as hierarchical master pages and rich text styles, including nested styles. These features enable designers to create consistent, sophisticated layouts without having to set up formatting for each spread. When Microsoft® Word files submitted by book authors are brought into InDesign, layouts, tables, styles, and other elements remain intact, minimizing reformatting. Robust functionality in InDesign streamlines creation of tables, an especially crucial feature for mathematics titles that can contain hundreds of tables in a single book.

Productivity has also increased because editors can work on copy at the same time designers are laying out pages. Rankin estimates the parallel workflow enabled by InCopy and InDesign takes less time and saves thousands of dollars annually when compared with the company's prior method of generating and marking up hard-copy proofs.

McDougal Littell's IT staff is also benefiting from the new tools and workflow. They no longer have to purchase and manage numerous software extensions for everything from supporting layered

InDesign CS recognizes the transparency settings of native Photoshop files, allowing designers to quickly create great-looking callouts with convincing drop shadows and no clipping paths. Nested styles make typesetting inline heads and text references automatic.

Company

McDougal Littell,
a Houghton Mifflin Company
 Evanston, Illinois
www.mcdougallittell.com

Challenge

- Appeal to media-savvy young learners with eye-catching visual elements in print and electronic materials
- Improve production efficiency

Solution

- Move to an all Adobe workflow based on Adobe Creative Suite
- Take advantage of built-in features in InDesign to create complex visual effects quickly and efficiently, leaving more time for creative experimentation

Benefits

- Improved the look of its products
- Reduced production time
- Saved thousands of dollars on each book title

Tool Kit

- Adobe Creative Suite. Products used include:
 - Adobe Acrobat
 - Adobe Illustrator CS
 - Adobe InDesign CS
 - Adobe Photoshop CS
- Adobe InCopy
- ALAP InEffects plug-ins for InDesign CS
- Apple Power Mac G4 and G5 computers running Mac OS X



From creating templates and artwork to designing pages and preflighting files, design and production staff at McDougal Littell can work more efficiently using InDesign CS and the Adobe Creative Suite.

files to creating transparency effects. “InDesign has simplified our IT environment, making it easier to manage the technology needs of our design and production staff,” says Rankin.

Enhancing visual appeal for learners

The all Adobe workflow centered on InDesign has also enhanced the visual flair of the company’s textbooks. Because transparency effects such as drop shadows can be created in a fraction of the time, designers have more time for creative experimentation.

In addition to in-depth features built into InDesign CS that do not require extra extensions, McDougal Littell is using ALAP’s InEffects plug-in for InDesign to extend the software’s rich feature set. InEffects allows artists to apply combinations of sophisticated effects such as drop shadows, inner shadows, inner glows, outer glows, bevels, and embossing to InDesign page objects and save these effects as reusable styles. The overall result is that designers have the time and tools they need to apply a set of eye-catching effects to virtually every page.

“QuarkXPress is a no-frills production tool that lets you fill in boxes with images, text, and other elements,” says Rankin. “But Adobe InDesign offers advanced graphics and typographical features plus integration with Illustrator, Photoshop, and Acrobat software, so it feels like one big design tool. Our books look more cohesive now—like they were created in one program.”

Reliably outputting files

Fast, reliable file creation and output is critical, because McDougal Littell must often produce thousands of complex pages within days. Before sending titles to the printer, staff packages and preflights the files within InDesign, using both built-in tools and specific checklists to make sure that the fonts, colors, image formats, and print settings are correct.

Staff then outputs PostScript® files to a Prinergy Publish system, which refines each file, traps it, swaps out low-resolution images for high-resolution images, and maps spot colors for customized editions. The company then sends Prinergy Digital Masters—single-page Adobe PDF files—to printers for output.

In the future, McDougal Littell plans to begin taking advantage of support for XML in InDesign CS to enable easier, faster content repurposing. “Strong support for XML across the Adobe product line will be a major advantage for cross-media publishing,” says Shorey.

For a book publisher that prides itself on quality, yet must keep a close eye on costs, Adobe Creative Suite has proven to be a wise choice as a comprehensive publishing platform. “Adobe Creative Suite provides us with highly functional tools and features that enhance the look of our products and improve our workflow,” says Shorey. “And we’re just now beginning to tap the possibilities of InDesign, InCopy, and Adobe Creative Suite.”

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Susan Shorey,
vice president and director
of production and
publishing technologies,
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