



Your assigned Publishing Specialist will be your main contact, along with your editor, throughout the entire publishing process and beyond.

1 Publishing Specialist

2 Blueprint

The Publishing Specialist, Editor, and Web Team hold a conference call with you to brainstorm your project, create a custom blueprint for your title's user experience, and decide on a writing plan that will be the roadmap to the initial launch.

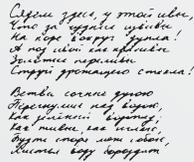


4 Web Design

Based on the project our team will use either a high-end core design or our designers will craft a custom design based on your original concept/subject matter.

3 Writing

Once a plan is established, your Publishing Specialist will configure your Shareroom (our file collaboration site) where you will submit your manuscript materials.



Borrowing content from other authors? Our permissions department will facilitate the clearance process. They can take months, so please submit borrowed content 3-6 months prior to final due date. Being a web title we can also take advantage of linking to other resources to supply students with easy access to additional material.

5 Permissions

Kendall Hunt has a bank of image resources, including Shutterstock.com. If you can't locate an image or diagram, we can have these drawn and/or redrawn to meet your needs. We also ensure all images include alt text to abide by ADA guidelines.

6 Stock Image Resources



It is recommended that all web development is completed one month before the initial launch so our team can review all administrator details with authors/instructors as well as gather the info needed to set up the semester's sections and gradebooks.

7 Copyediting

The manuscript will be reviewed using an agreed-upon reference style for punctuation corrections, spelling, and grammar.



8 Published Product

9 Prototype and Proofing

Starting with one complete chapter, our team will build and create a prototype implementing your content into the blueprint and design we discussed. This gives you an opportunity to see your web publication come to life and may help inform your writing for remaining chapters.

10 Integration

Our interactive functionality can be measured within the publication as progress, participation, or grade points. These activities have shown to increase student engagement nearly 100% in all courses that utilize them. All of these can be transferred or integrated directly to your Learning Management System to streamline your overall course management.



Take a look at the
Kendall Hunt
K H P C O N T E N T
Development Process