

## **An author's guide to developing a printed or online publication with help from ANR Communications & Marketing**

Author or project coordinator contacts ANR Communications & Marketing (ANRCM) and completes a project request form.

*Note: When multiple authors are involved, author team designates one person as the contact for ANRCM. Communication between the author team and the ANRCM production team will take place through this individual.*

Contact person interacts with ANRCM to create a project timeline that includes due dates for completing each step of the project. **Note:** All products containing pesticide recommendations must be submitted to the MSU Integrated Pest Management coordinator for review and approval.

Copy editing is strongly recommended for all projects. It is critical for quality control and can often help authors identify ways to make their work more accessible and useful to their audience(s). Editing helps assure accuracy in grammar and it can be essential to quality product development.

Developmental editing is an essential aspect of the curriculum development process. It encompasses copy editing, but also includes a more in-depth, specialized look at the organization of a product, the flow of sections, correct use of references and logical flow of lessons, activities or experiments. It may include editing before and after pilot testing.

Authors must submit text for editing in Microsoft Word (.doc, .docx or .rtf) format. The manuscript will be sent to the copy editor, who will edit it electronically using Word's Track Changes and Comments features. After editing, the editor will return with suggested edits and questions for clarification.

*Note: ANRCM editors follow Associated Press style for most products. Refereed journal articles are edited according to APA (American Psychological Association) style unless otherwise specified.*

**Graphics or digital images should be supplied as separate images in high-resolution formats (at least 300 dpi for jpeg files) such as jpeg, gif or png. Contact ANRCM if you have questions about whether your graphics files are high enough in resolution or if they are a format that we can use.** Please do not embed photos, graphs or charts in Microsoft Word files.

Once ANRCM editors have completed editing the manuscript, the edited files will be returned to the author contact. It will be that person's responsibility to share these edits with other members of the writing team for feedback. The author contact should incorporate all author comments, accept tracked changes, address the editor's questions and comments and return the clean copy to ANRCM for design and layout.

Text should not go to the design/layout process before it is in final form. Doing so slows projects and costs publication developers with unnecessary added expense.

Once the designer receives the final copy, she will do an initial layout of the information. This layout will be provided to the author contact for review as a PDF file.

The contact should share the initial layout with any others who must approve the project and instruct them to limit changes to corrections to content, punctuation, grammar or spelling. This is NOT the time to add new material or make major changes to the text.

After the layout has been approved, the author contact returns any final changes in a single document to ANRCM. These changes will be addressed and the author contact and editor will have the chance to do a final review of the product.

After the author contact and editor complete their final review, the designer will complete the product for printing or posting online. The author contact will receive a pdf of the final product.

Questions? Please send an email to [ANRCommunications@anr.msu.edu](mailto:ANRCommunications@anr.msu.edu).