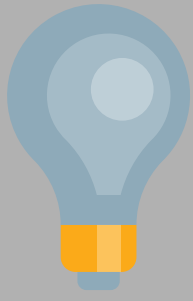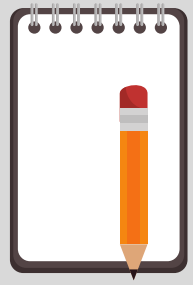# THE PUBLISHING WORKFLOW

CONCEPT

All publications start with an initial idea. This might come from the author, who will then pitch it to a publisher or decide to self-publish. Or it might come from the publisher, who then commissions an author to write to a brief.

PLANNING

Even the shortest documents benefit from being well planned. What is the intention of the text? Who is the audience? How much should it cost to produce? When is it needed by? Who are the stakeholders? How will it be published?

FIRST DRAFT

The first draft of anything is likely to be rough and unfinished. It will still need a lot of work! The important thing at this stage is to get all the ideas down, and worry about the finer details and the polishing later on.

DEVELOPMENT

The development stage is where the editorial input starts to get hands-on. Text may be cut and moved around to fit the concept or the changing needs of the publisher. It can also be adapted for clearer expression.

FINAL DRAFT

The author produces the final draft, based on input from whoever commissioned the text, and perhaps other stakeholders. There will still be work to do, but the text will be in a much more finished state.

COPYEDITING/ LINE-EDITING

This stage is all about getting the manuscript ready for publication, tailoring it to the audience's needs. Editors ensure consistency, readability and accuracy, improving the flow and tone of the text.
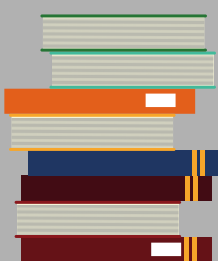
LAYOUT/ DESIGN

Editors are not usually involved in laying out the text themselves (although some do offer typesetting). Some copyeditors also work in layout, cutting and fitting text using software such as InDesign.

PROOFREADING

Proofreading is all about giving text the final polish. By this stage it should look and read like the finished article, but will still require an objective check to ensure there are no glaring errors, and that it is as close to perfect as possible.

PUBLICATION

The final stage is where the document is sent out into the world, whether in electronic or print format. Editors may still be involved at this stage in tracking and implementing any necessary changes to future editions.

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