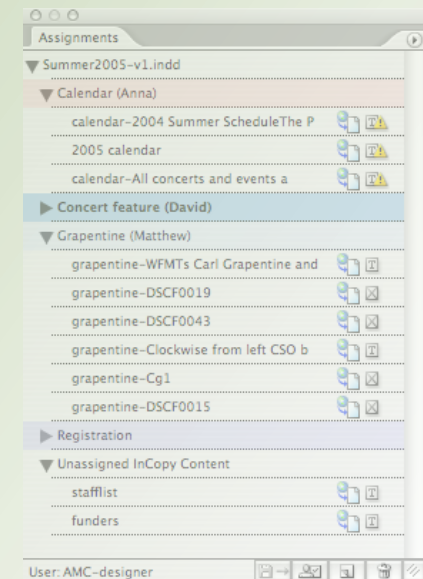
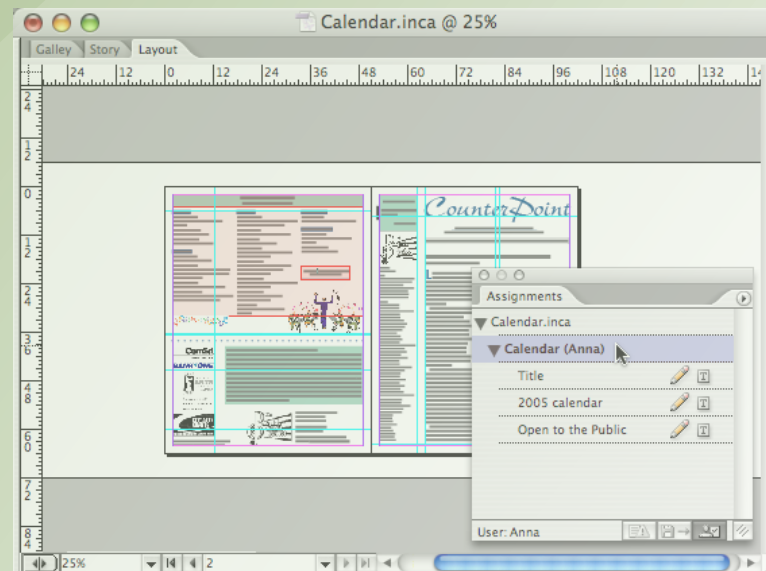
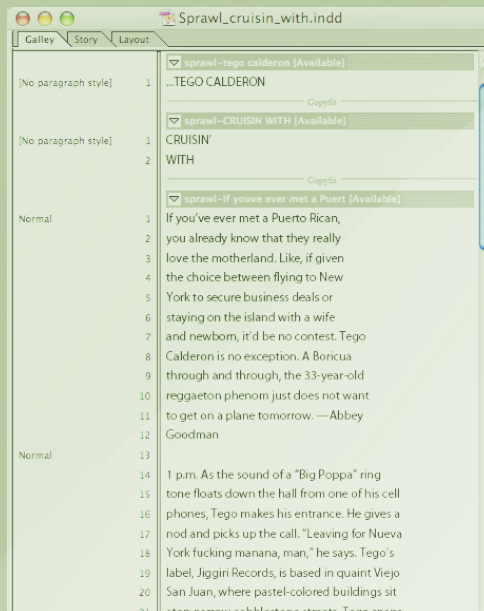


# A Workflow that Works: InDesign and InCopy in the Trenches



# *About These Pages*

- **The following pages were extracted from InCopy trainer/consultant Anne-Marie Concepción's seminar on moving to an InCopy/InDesign workflow, in various venues in 2005-2006.**
- **They are for internal use only by seminar attendees, and are copyrighted by her. Please do not distribute or post these pages without written permission.**
- **Contact Anne-Marie for more information on using InCopy at your company. She'd be glad to help! Info below, or e-mail [amarie@senecadesign.com](mailto:amarie@senecadesign.com)**

# *Experience*

## **Recent InCopy/InDesign training clients:**

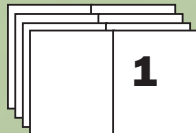
- ***PC World Magazine, San Francisco***
- **Group Publishing, Colorado**
- **Loyola Press, Chicago**
- **Canadian Dental Assoc., Ottawa, ON, CA**
- **Great Books Foundation, Chicago**
- **ST Media Group, Minnesota**
- **American Legion Magazine, Ohio**

# Traditional Workflow

**Designer**



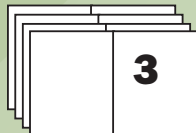
**Editor**



**Copyeditor**



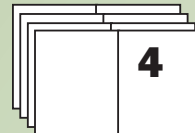
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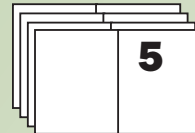
**Designer**



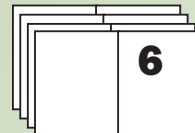
**Editor**



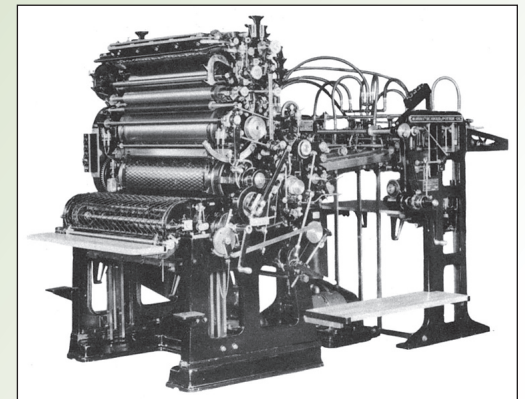
**Proofreader**



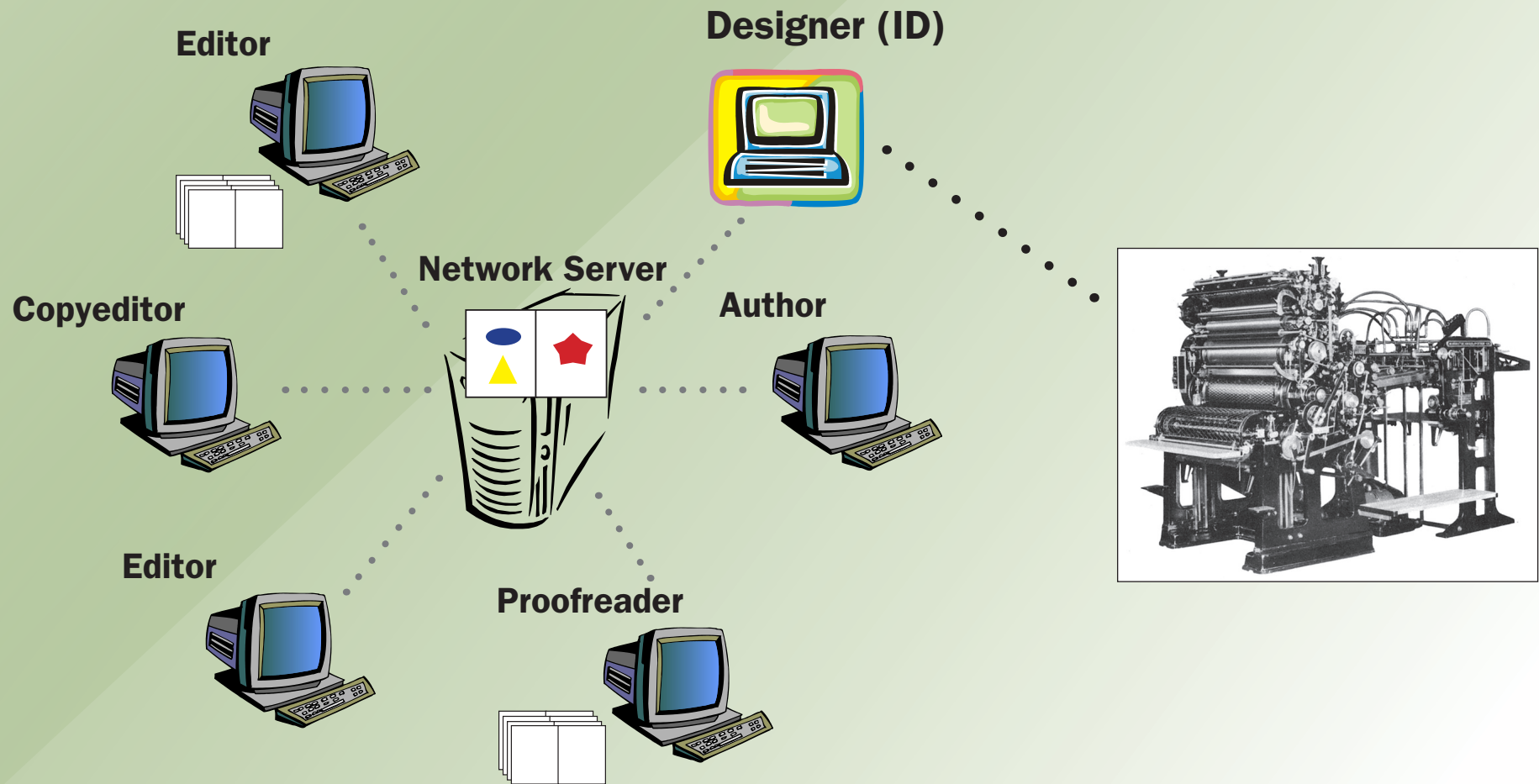
**Editor**



**Designer**



# *InDesign/InCopy Workflow*



# *The Rewards:*

- **More accurate: Editors and writers copyfit exactly — it's the actual InDesign layout**
- **More power: InCopy users can call up layouts and make printouts/PDFs as they need**
- **Plays to pro's strengths: Designers concentrate on design, leave edits to the editors**
- **Far faster cycles: Multiple editors can work on different stories in the same layout**
- **Flexible: Can be gently tried out in an existing, traditional workflow without too much disruption**

# *The Challenges:*

- **Design and editorial work much more closely than ever before; a culture shift**
- **Less of a paper trail as in traditional workflows**
- **Editors can format type (good or bad?)**
- **Editors can't do layout (good or bad?)**
- **Additional software needed if you want more control over permissions, versioning**
- **You'll need to test and document a new production flowchart**

# *Essential Set-up Steps*

- **Network volume with read/write for all**
- **Beef up InCopy workstations (speed, RAM)**
- **Install publication fonts on all InCopy computers**
- **Install InCopy (\$249/seat, vol. pricing available) on InCopy computers**
- **Install InCopy plug-ins (free) on all InDesign computers**
- **Provide hands-on training and follow-up support**

# *More Information*

## **InCopy Resources:**

[www.senecadesign.com/designgeek/incopy.html](http://www.senecadesign.com/designgeek/incopy.html)

## **Request a Training Quote:**

[www.senecadesign.com/training/request.html](http://www.senecadesign.com/training/request.html)

## **Anne-Marie's blog for InDesign designers working with InCopy-using editors:**

[www.indesignsecrets.com/category/incopy-workflow](http://www.indesignsecrets.com/category/incopy-workflow)

Contact **Sherri Austin** ([sherri@senecadesign.com](mailto:sherri@senecadesign.com)), our Training Coordinator, to get on our InCopy mailing list; or to request info such as a list of recent InCopy/InDesign training references, our syllabi, phone support and consulting (pre- or post-training) services, reprints of Anne-Marie's feature article on InCopy for *InDesign Magazine*, and other useful information.