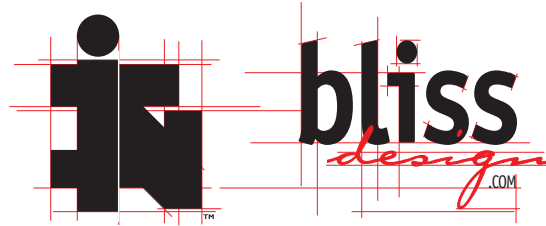


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businesses make effective
use of network and
computing technology



Catalog Automation Benefits

- Improve production throughput
- Repurpose your existing data
- Ensure consistent, error-free documents
- Eliminate redundant handling of data
- Reduce time from data input to printed catalog output

Christina Bliss

271 kissel avenue . staten island . new york . 10310.1623

718.816.8752 c: 347.463.7437 • Tina@blissdesign.com • www.blissdesign.com

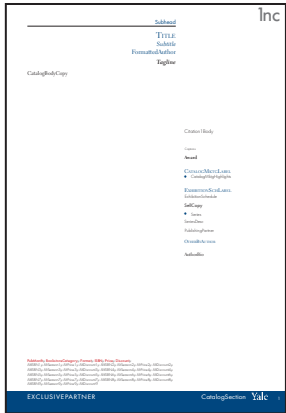
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Preparation and Planning

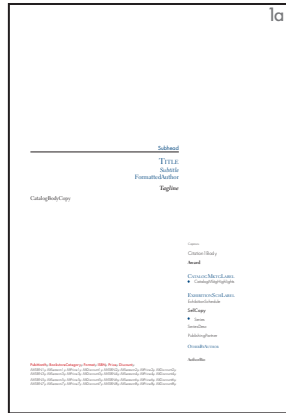
Publisher assembles all data and images

- Clean data:
accurate, copy-edited, proofread
- Insert field in data for cover file name
Name cover by isbn number in tif format: **isbn.tif**
- Insert field in data for illustration name (optional)
Save illustration by isbn number in .pdf format: **isbn.pdf**
- Insert 2 fields in data for PageStyle and CATALOG SORT ORDER
Catalog sort order numbers must be unique
- Prepare images (we can provide this service):
cropped
color corrected
CMYK
300 – 350 dpi
- Export data as XML (UTF-8)
- XML data needs cleanup. Coordination required wth IT department. Local formatting can be preserved using CDATA.
- Match data field names to field specifiers in InDesign.
Data field specifiers **MUST** match design templates.

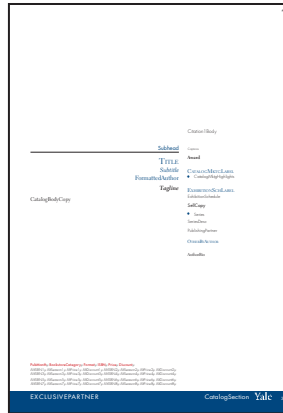
PageStyles for InDesign for each design variation



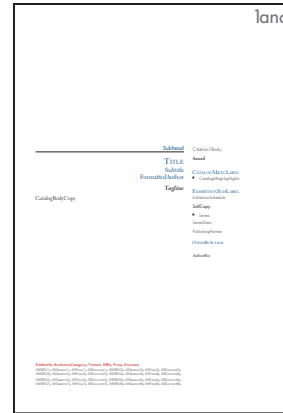
1 title without cover



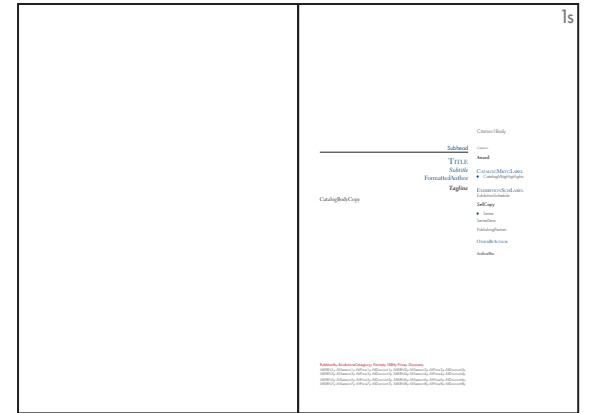
1 title with cover & illustrations



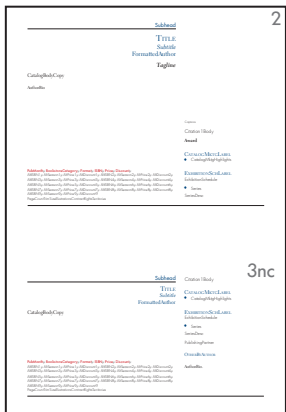
1 title with cover



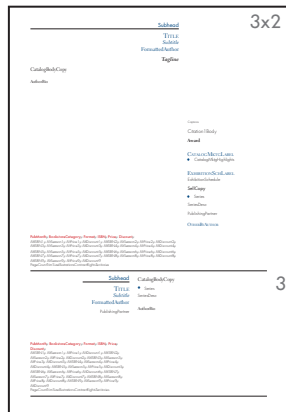
1 title with illustration, no cover



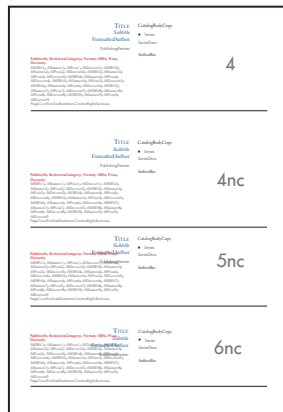
spread page, illustration page (isbn.pdf on the left and cover/description on the right)



top: 1/2 page w/cover
bottom: 1/3 page no cover



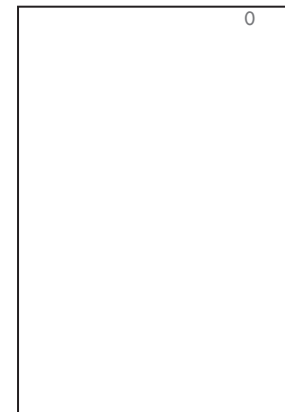
top: 2/3 page w/cover
bottom: 1/3 page w/cover



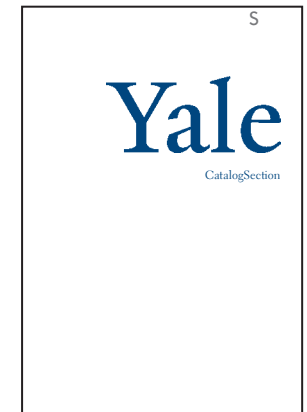
first: 1/4 page w/cover
second: 1/4 page no cover
third: 1/5 page no cover
fourth: 1/6 page no cover



1/6 page w/cover



blank



section start

See finished product:
<http://yalepress.yale.edu/yupbooks/onlinecatalogindex.asp>

Spring 2010 and Fall 2010 catalogs

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Automate InDesign workflow

autopagination

- Start with ONE blank page and import data into plug-in panel
- Pagination is a one-step process.
 - eliminates manual importing of images and text
 - covers are autosized to fit predefined picture boxes
 - text is automatically typeset
 - fractions are set with one script action
- Create commentable PDF for client markup
- Client updates database with any changes
- Client provides updated XML
- Repeat to final
- Provide hi res pdf to printer

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What's different?

A new workflow

- Pros

- Utilize one source of data

- Less manual handling of document for less errors

- Lower proofreading costs

- Shorter production schedules

- Client responsible for updating data

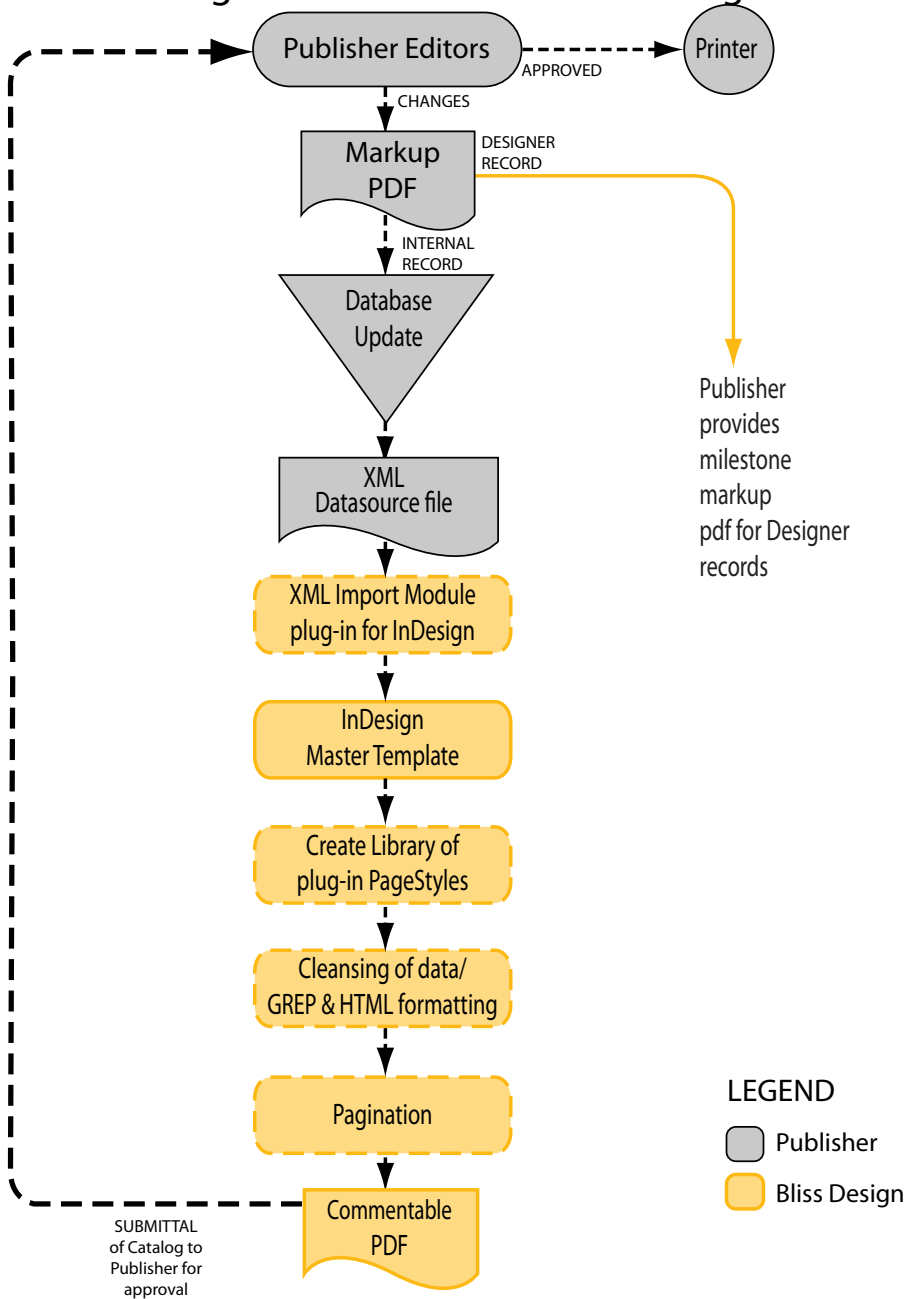
- Cons

- Requires accurate planning at start of project

- Some limitations to design customization, some designs lend themselves to FASTER automation than others

- Client responsible for updating data

Catalog Automation Production Diagram



LEGEND

- Publisher
- Bliss Design

Catalog Automation Basic Production Synopsis

1. Publisher/Editor commits entries and corrections to Publisher Database.
2. Publisher database for Catalog is output to Excel, csv or XML Datasource file in finalized tag format for each book
3. BlissDesign will consult for proper output to Excel, csv or XML. (Field Tags must be finalized at beginning of project to facilitate good templates)

XML Example:

```

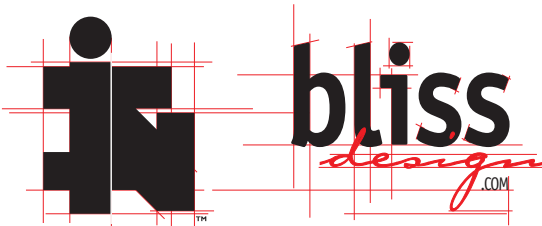
<Book>
<Title>Cat in the Hat</Title>
<Author>Dr. Suess</Author>
<CatalogBodyCopy>A great children's book.</CatalogBodyCopy>
</Book>
  
```

3. Bliss Design: XML Datasource file imported to plug-in within InDesign publishing software.
4. Bliss Design: Creates Graphic Templates (PageStyles with Field specifiers) for each type of page within catalog.
5. Bliss Design: Creates InDesign Library of PageStyles
6. Bliss Design: Formats plug-in Panel within InDesign to prepare data for flow.
7. Bliss Design: Paginates entire catalog and massages any special pages for catalog.
8. Bliss Design: Creates Commentable PDF to return to Publisher/Editor.
9. This production order is repeated, back to #1, until Catalog is final.
10. Bliss Design: The Catalog, once approved is produced in High resolution PDF for printer.

Graphic & Web Design Skills

- Web designer for wide range of clients. Experience in theming Drupal content management system. Blast e-mails
- Graphic designer for publishers and trade associations.
- Over 30-year background in graphic design & pre-press production, with wide range of publishing & advertising clients. Over 17 years experience on Macintosh computers, specializing in InDesign CS4, Illustrator CS4, Photoshop CS4, Quark, Microsoft Office, and Powerpoint

I assemble teams, efficiently taking projects from concept to completion, on budget and on time. I work with writers, artists, and programmers to provide complete editorial, design, and production services.



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c: 347.463.7437
Tina@blissdesign.com

Client List

UNICEF

CONTACT: JACLYN TIERNEY, 212.326.7560

- Annual Report/brochures/conference documents. 2002–present.

Hyperion Books

CONTACT: JOAN LEE, 917.661.2094

- EveryWomansVoice.com, banner ads, catalogs, marketing materials, ads, special promotions, brochures, and displays. 1989–present.

Yale University Press

CONTACT: JANE COMINS, 203.432.0969

- Automation of catalog. Ads for print. 2008–present.

Peak Management Solutions

CONTACT: PAT KOZIOL, 973.283.9696

- Newsletters, brochures, logos for iHobby Expo™, NJSSA, NESSA. 2003–present.

Sterling Publishing

CONTACT: ERIN STADNIK, 646.688.2405

- Ads for print and web. 2008–present.

Board of Certified Professional Organizers

CONTACT: AUDREY LAVINE, 212.362.4228

- Ads, website, emails. 2008–present.

Doubleday

CONTACT: SONIA NASH, 212.782.8723

- Website. 2008.

Craft & Hobby Association

- Newsletters, blast emails, annual reports, ads, logos, and brochures. 2000–2005.

HarperCollinsPublishers

- Covers & interiors HarperHorizon: NBA Desk Diary, WNBA: A Celebration, The Official NASCAR Handbook. 1997–1999.

Little, Brown & Company

- Catalogs and point of purchase displays, sell sheets, ads for Marketing Dept. 1996–1998.

Universe Publishing

- Fine art books, calendars for clients including: National Gallery of Art-Washington, DC, Art Institute of Chicago, MFA-Boston, AMNH. Ads, catalogs, booth displays. 1988–1994.

Rizzoli Int'l Publications

- Book covers & interiors. 1992–1994.

Websites

WWW.CRAFTYARNCOUNCIL.COM • WWW.WARMUPAMREICA.COM
WWW.VIOLINATTA.COM • CERTIFIEDPROFESSIONALORGAINZERS.ORG
WWW.YONTIFICATIONS.COM • WWW.PENNYTHOMAS.COM
WWW.LIFESUPPORTSYSTEMS.BIZ • WWW.GETAWAYHOUSE.COM
WWW.STMH.S.ORG

Books Published

- DOLLHOUSE DOLLS AND THEIR CLOTHES, co-wrote with Barbara Marsten and fully illustrated how-to manual for making four kinds of miniature doll families and accessories. 1990, Sterling Publishing, 387 Park Ave. So., NY, NY 10016
- STEP BY STEP DOLLMAKING with Barbara Marsten, published in 1981 by Van Nostrand Reinhold, NY. Illustrated pattern pieces, construction drawings and final sketches for thirty dolls, pillows and soft sculpture.
- MONEYWISE GUIDE TO SPORTS CARS by Peter Bohr, published by Harcourt Brace Jovanovich, 1250 Sixth Ave., San Diego, CA 92101. Illustrated 25 sports cars.

Community Service

MEALS ON WHEELS OF STATEN ISLAND

- Volunteer driver

COUNCIL ON THE ARTS & HUMANITIES FOR STATEN ISLAND

- Past Member, Board of Directors

NEW YORK HARBOR LIGHTS

- Past Member, Board of Directors, Staten Island chapter of U.S. Lighthouse Society. Working for the establishment of a National Lighthouse Museum on Staten Island.

A Personal Note

Resident of West New Brighton, Staten Island. Married to Tim Moran, former Production Director for IOMEDIA, NYC, an award winning 3D visualization and design firm specializing in virtual environments, digital animation, video, and film based production. My interests include fiber art design, knitting, gardening, sailing, historic preservation, and of course, computers. And we are blessed with two wonderful Gordon Setters.

Complete list available on request.

Samples of our work:

www.CraftYarnCouncil.com
www.violinatta.com
www.certifiedprofessionalorganizers.org
www.EveryWomansVoice.com
www.LifeSupportSystems.biz
www.thebody.com/Forums/AIDS/Workplace/index.html
www.celebrate-party.com/cgi-bin/page.cgi?pgpr=57
www.napo-ny.net/index.shtml
www.yontifications.com
www.getawayhouse.com
www.redi4change.com

