Integrated Media Production

It’s not “Print Shop” any More!

About the Speaker

- Dianne Kennedy, Idealliance
- Background in Print: VP Print Technologies 2003-2006
  - Worked with Don Hutcheson in the formalization of G7
  - Program director for GRACol and SWOP
- Background in Information Technologies:
  - VP Emerging & Digital Technologies
  - SGML (ISO level)
  - XML
  - Currently PRISM (metadata), PSV (CM) and OpenEFT (Mobile Publishing format)

About Idealliance

IDEAlliance is a global community of more than 3,000 Corporate and Network Members, comprised of content and media creators, and their service providers, printers, material suppliers and technology partners.

Idealliance is a proud platinum sponsor of GCEA!

Our Mission

“Where media creators and technology communities collaborate to craft best practices, advance standards, and certify people, processes, and systems to achieve the highest performance in creation, production and delivery of graphic communications”

Agenda

- Graphic Communications Timeline: 1990’s → 2000 → 2010 → Beyond!
- Integrated Media Workflows
  - Skills and Technologies
  - Case Study

Graphic Communications 1990’s

- Then it was ALL about PRINT!
- Print was the only distribution platform
- Some understood that the Internet would be a viable competitor to print
- But most were in denial!
- New in the 1990’s: CTP, automated composition & desktop publishing
In 1999 a new technology transformed the Internet from a platform for static web pages to a business platform. The key factor was a shift from HTML to XML. HTML: Markup for Web pages. XML: Universal data transport/communication language. Print remained vital but “print shop” image seemed antiquated! Web Design became the hot topic for education!

360° Publishing becoming a reality. Content presentation at any time and on any platform was the goal. Each platform represented different technologies and skill sets! But content needed to be communicated in an integrated fashion.

How have workflows changed? How is Print being integrated with Digital media production? What skills are important today? How can curricula be developed?

What the strategy was . . . Parallel Production Workflows (separate staff and tools).
Each was a 3 Step Process!

Something Was Missing!

The Problem is:
- Most of us have a print-production workflow!

Today's State of the Industry
- Market for print is shrinking
- Marketplace increasingly favors digital technology
- Market for tablet and mobile is gaining share
- The distinction between print and digital media is blurred.
- Social networks transforming the way information is produced and shared

It's a new industry where integrated media is the name of the game!

The Integrated Media Workflow

Steps of an Integrated Media Workflow
- Import & Manage
- Edit & Produce
- Transform & Publish

About an Integrated Media Workflow
- IMW does NOT mean abandoning print
- Print-first (or Web-first) workflows are inefficient and cost prohibitive
- Managed, “media agnostic,” “single source” systems are the goal
- Planning and design must take all delivery channels into account
- Sometimes social media is employed before or during the design
IMW Systems

- Workflow Management

- Content Management

- Asset Management

Underlying Graphic Technologies

- Digital Presentation Technologies; HTML5, JS and CSS
- Digital Information Technologies: Metadata, XML
- Digital Production Technologies; digital imaging, video, layout & design, color management
- Digital Workflow and Digital Asset Management
- PDF and Digital Printing Technologies

Metadata to Manage Assets

- Metadata is as simple as adding a digital label to each media asset that moves through the workflow
- Metadata labels can include:
  - Description (title, creator, keywords, etc.)
  - Media Format
  - Version
  - Usage Rights
  - Stage in Workflow
  - Approvals
- Metadata enables:
  - Asset Management
  - Workflow Automation

XML to enable Workflow

- XML is the markup language for the exchange of documents and data on the Web
- XML has also become the language for application-to-application communication
  - Metadata can be coded in XML and passed from application to application
  - Print Quality reporting is automated with XML
  - XML documents can display on any platform size

Color Management

- Techniques and technologies for managing the color intent across devices throughout the integrated media workflow
- Just as you use color management to manage color from proof to press, color management should be used throughout IMW no matter what the delivery channel:
  - Image Creation/Capture
  - Image Edit/Production
  - Image Transform into PDF
  - Image output on Press or on a tablet or mobile device

Social Media

- Social Media is any media that enables social interaction through the application of technology
- Social Media facilitates engagement and extends the impact of content following delivery
- Social Media is constantly changing and evolving – what’s “in” today may be “out” tomorrow
Social Media Types

- Collaborative Projects
- Blogs & Microblogs
- Content Communities
- Social Networks
- Hybrid

IMW Case Study

- INTEGRATED MARKETING CAMPAIGN
  - Regional Pet Food Corporation
  - GreenDawgs is an organic dog food
  - GreenDawgs is now launching a new “Lite” food for overweight dogs

The Challenge

- Multi-Channel Marketing
  - Print Magazine Ads
  - Tablet Ads
  - Website
  - Point-Of-Sale
  - Social Media
- Develop market awareness of the new GreenDawgs-Lite line of products
- Increase revenue through sales of the new products
- Build an ongoing community of interest for the new products

The Team

- Product Marketing Team – Atlanta, GA
- Graphic Designer – Chicago, IL
- Brand Art Director – New York City
- Integrated Marketing Service Provider – Madison
- Workspace, Workflow and CM/DAM/CRM/SMMS Technologies – Virtual (Cloud)

The team for the product launch is not centralized – will collaborate in the cloud

Product Launch Print Deliverables

- Ad for magazine placement:
  - Include print and interactive tablet version
- Personalized Mailer with coupons (name of person, name of dog, breed pictured)
- Personalized email and text campaign
- QR code in Point-of-Sale promotions with links to online coupons
- New Packaging for Lite product

Product Launch Web Deliverables

- http://fat.GreenDawgs.com, Website for Lite Product linked with the QR codes at point-of-sale promotions
- Simple online Opt-in form for email coupons to be sent
- Tagged Web page to enable ongoing analytics
Product Launch Social Deliverables

- Facebook for “Fat Dawg” where discussions can provide doggie weight loss tips
- A YouTube “FatDawg” Channel for with posting funny videos of Fat Dawgs
- Ability for customers to post video of their own fat dogs
- Dog weight loss videos will be posted by the company to the FatDawg YouTube channel as well

Design in the Cloud

- Since the team is not geographically centralized, collaboration will take place in the Cloud
- Must design for all marketing media channels to establish a cohesive brand for GreenDawgs-Lite
- Design Activities include:
  - Logo and colors
  - Branded Layouts for promotional materials
  - Production Plan / timeline for delivery all channels
  - Assignments for all media for all channels
  - Landing page for Website
  - PURL pages for personalized marketing
  - Facebook Fan page
  - YouTube Channel

Capture & Create

- All text and rich media must be captured, acquired or created in Step #1 of the IMW
- Identify a standard asset source format for each media type so the campaign assets be used across media channels
- Select a color profile to used throughout. Capture images using this profile.
- Capture or create content for each Ad channel:
  - Logos
  - Images
  - Animations
  - Video
  - Promotional Copy

Prepare for Next Steps

- Be sure to identify each media/content asset with descriptive metadata (PRISM / Dublin Core)
- Embed metadata into each asset using XMP to help automate DAM ingestion in Step #2
- Design each item of marketing collateral for the campaign, assuring cross-media brand integrity
- Create a set of related layouts to assure uniform branding for each deliverable/channel
- Register home URL and generate PURLs to map against a customer data profile, generate QR codes that link to the appropriate PURL

Step #2 Ingest & Manage

- The Ingest & Manage step is critical so that production can be coordinated across media channels
- The company will use a DAM, Web CMS and workflow management system that are all cloud-based
- GreenDawgs production department uploads all media assets and content for the product launch, leveraging embedded XMP metadata to facilitate automation

Step #3 Edit & Produce

- Select the final imagery, logos and color spaces for the integrated marketing campaign and product launch
- Assure brand integrity by using color management and G7 gray balance throughout production
- Create efficiencies by using a workflow/approvals tracking system
- Complete image correction, retouching and video editing within target color space
- Design and approve final layouts for print & tablet advertising, point-of-sale specialty print items, packaging
More Step #3 Tasks

• Produce interactive enhancements for tablet/mobile ads
• Produce Web and Social media components including Facebook page and YouTube FatDawg channel
• Embed web tagging into online content so you can capture analytics and measure engagement following product launch
• Test QR code linkage to PURLs on all target mobile devices
• Normalize personalization data for targeted mailers

Step #4 Transform & Publish

• In Step #4, GreenDawgs must assemble and finalize product and marketing materials for each channel
• Transform RGB to CMYK for materials to be printed, including promotional mailers and point-of-sale specialty items
• Rip PDF/X-4s for printing
• Transcode video enhancements into correct format for target mobile devices
• Transform images into resolution and size based on target mobile devices

GreenDawgs Step #5

• During the Fulfill & Distribute step, GreenDawgs must deliver ad materials to publications where ad space has been booked using ad portal software
• Print personalized mailers and deliver via USPS
• Print specialized point-of-sale materials employing wide format presses
• Print packaging with assigned color profile to assure brand integrity
• Launch the new Facebook Fan Page
• Launch the new YouTube “FatDawg” channel

GreenDawgs Report & Engage Tasks

• Step #6 is all about extending the reach of the GreenDawgs brand
• Capture customer data from in-store loyalty clubs and online opt-in for coupons
• Collect metrics from publishers who placed advertisements for GreenDawgs in print or digital editions
• Utilize data analytics to maximize campaign effectiveness and build customer loyalty
• Build an ongoing strong social media community around the new product
• Use Facebook & YouTube by offering compelling “FatDawg” content

In Conclusion

• Implementing an Integrated Media Workflow requires a broad array of technology skills
• Graphic Communication represents a viable career path for the modern world
• Graphic Communication Education can provide secondary students with an understanding of integrated media workflows and help them select an area of concentration of interest to them

QUESTIONS?