



ENABLING PUBLISHERS WORLDWIDE . . .

CASE STUDY

Autobiographical book

IT TAKES JUST
A FEW MOMENTS
TO KNOW US . . .

AND A LIFETIME
TO APPRECIATE
WHAT WE CAN
DO FOR YOU.

About the Client

Our client publishes high-quality illustrated non-fiction books and creates titles on a wide variety of subjects including art, architecture, history, heritage, mythology, dreams, symbols, nature and the environment, for publishers worldwide. The books produced by our client are most sought after for their attractive design, photography, fine writing, editorial excellence and impeccable production.

Client Requirements

The client intended to have a book which appears like an old diary and was looking for a suitable layout and design service provider. All the specifications were supplied in digital format. The service provider was expected to convert QuarkXPress file to Indesign CS3. Flexible layout had to be created for the 224 page-book so that the client makes last minute changes without editing the graphical part. In addition the photographs and illustrations within the book were to be graphically enhanced and the diary entries had to be given a look and feel of handwritten post-it notes. Print ready PDF's had to be supplied to the client.

Tegra Services

Tegra was nominated to carry out this project. We extensively leveraged the hands on experience of our professional team.

While converting the Quark file into Indesign CS3 utmost care was taken, to see that the layout is not disturbed even with line breaks as the client specifically instructed not to change the line breaks.

The book had background textures all through the pages such that it looks as an old scrap book. It also had diary entries in scripted font. These entries were placed on the paste ups with the special effects in such a way that it looks as a part of the text with special care at Tegra.

As a result of this, the book had a resemblance to an old scrap book with images layered on to the pages with special effects.

Tegra has given the final print ready PDF files and also the source files to the client as the final output.

Key Highlights

- The basic idea behind the project was to make a design which looks like an old scrap book with its natural and handwritten look. This was achieved successfully by Tegra
- Tegra helped the client in achieving the objectives by making the right choice of all fonts, layout and design within the book
- The entire execution of the project was well planned to meet the deadlines within the budget

SERVICES OFFERED

Creative Services

- Vector and Raster Illustrations
- Fine art in any Media
- 3D CGI & Compositing Stills
- Still life & Product Photography
- Design & Layout

Editorial Services

- Plain OCR Digitisation
- Subject Research
- Proof Reading and Updation
- Creative and Technical Writing
- PDF Generation and Archiving

Turnkey Services

- Greenfield Assignments
- Basic Digitisation
- Updating and Digitisation

Cross Media

- Website Design and Development
- Multimedia Presentations
- Flash Presentations
- Database Publishing
- Content Repurposing

Digital Imaging

- High-end Drum and Flat-bed Scanning
- Image Cut-outs & Masking
- Colour Correction
- Retouching
- Creative Collage Work
- Batch Raw Image Processing
- Batch Format Conversions
- All other prepress work

“I’m very pleased with Tegra’s work on the Boy & The Princess.”

- RON GROSSET
GEDDES & GROSSET

“The samples shown were most impressive.”

-ALASTAIR HOLMES
INTERNATIONAL MANAGING EDITOR
READER’S DIGEST

“...We will be framing some of them (illustrations) for our offices as they are truly wonderful. And again, let me congratulate Tegra on a job extremely well done.

We couldn’t be happier with the work...”

- PAMELA CHICHINSKAS
READER’S DIGEST



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