



ENABLING PUBLISHERS WORLDWIDE . . .

CASE STUDY

**Comic Books for a Leading Publisher**

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 is a leading producer of magazines, newspapers and comics. The estimated number of magazines, newspapers and comics published by them is close to 200 million each year. The client also publishes digital versions of the magazines and newspapers to cater to the global reader base.

## Client Requirements

The client was looking for a suitable premedia services provider for adaption of a series of black and white comic books. The partner was expected to adapt the comic book to suit contemporary size and design.

## Tegra Services

Tegra was nominated to execute the project. A team of experienced professionals were assigned the task to achieve the said objectives. The following are the various services offered by us:

- **Text Scanning** – The entire text of the comic book was scanned and converted to editable form and for further editing and formatting via OCR.
- **Image Scanning** – The older editions of the comic book were rescanned using a high resolution flat-bed scanner. The scans were retouched, sharpened and resized.
- **Layout and Design** – The entire comic book was redesigned to give a contemporary look and feel and at the same time resized to adapt to the new size of the book stands found world over.
- **Packaging Design** – Tegra designed a suitable package to grab the reader's attention.
- **Print Ready Files** – All the files were converted to print ready PDF format.
- **Cover Design** – The outer cover jacket was also digitised and redesigned by Tegra.

## Key Highlights

- The entire production was carried out at our Offshore Delivery Centre in India, thus helping the client realise substantial cost savings
- The project was delivered on-time and within budget. It was planned meticulously to avoid any spill over in terms of turnaround time and associated costs
- In addition the project was executed with reduced risks through increased transparency and accountability

## 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



## CONTACTING TEGRA

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