

Tegra[®]

EDITORIAL
SERVICES



Editorial Services





FOREWORD

Premedia is the continually expanding platform where text and graphics are amalgamated using high definition tools and well honed creative insight. While technology supports the foundation of premedia services, the editorial along with the relevant subject experts plays a key role in deciding the content that needs to be presented for any given media. Once the content has been decided and approved by the client, the creative team takes over and gets to work. Brainstorming between the client and the creative team will ensue and a fair understanding will emerge of how the product is expected to look. The editorial will then move to standby mode until the time it takes to finish the design. They could be needed to clarify/change or shorten the content as and when required. The editorial will be reporting to the creative head and will be responsible for the content and text in its final form. The stamp of authority would be provided by the subject expert with regard to the content and by the creative head regarding matters of page layout and design.

KEY COMPONENTS OF EDITORIAL SERVICES

Allow us to take you on the editorial circuit to get a better understanding of the role the editorial plays in procuring the content in tandem with the subject experts and passing it over to the creative head, who along with the client will decide the final form it takes.

SUBJECT RESEARCH

When Greenfield projects are undertaken, the work of the editorial starts with brainstorming sessions to identify the content with close adherence to the client brief. Professionals and subject consultants are invited on board to supplement the editorial competence in researching and generating the content, which is then ratified by the panel of experts.

In the case of content repurposing, the material provided is thoroughly studied and suggestions of upgrade and rewriting is submitted to the client. Following approval, these are incorporated and are followed by a quality check in entirety.

CREATIVE AND TECHNICAL WRITING

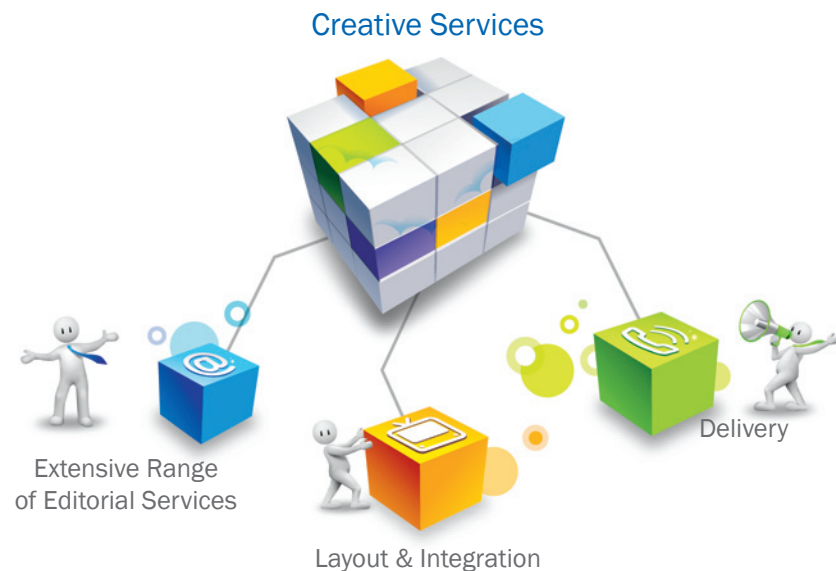
Methodical research is the main component that powers content generation in creative as well as technical writing. Our skill sets span any form of writing like creative writing, children's writing, research compilations, scientific or marketing literature etc. Our writer's syndicate is equipped to deal with Greenfield projects as well as content repurposing projects.

EDITING AND PROOF READING

Content repurposed or content generated or digitised are subjected to the same level of stringent proof-reading. Editorial changes are carried out with consistent focus on client specifications.

PLAIN OCR DIGITISATION

Since it involves a facet of repurposing of content, OCR digitisation is also provided as an editorial service. Volumes of data can be digitised, meta-tagged and made searchable with this process. This allows old publications the scope to be made reprinted or archived for later use, since content repurposing is made easy with OCR digitisation.



- Content Research & Generation
- Check Graphics & Text correction
- Creative Writing
- Content Rewriting
- Value - added suggestions on content
- Check merging of creatives and layout
- Overall page proof check of digitised content
- Run check on repuposed content and layout
- Overall Quality Check
- Proof reading & Editing
- Checking Design & Layout
- Quality Check & Deliverables



AFTERWORD

Editorial services have a significant role to play in every stage of content generation/updation. There is considerable value addition that can be provided by the editorial as already elucidated above.

Tegra, a provider of world class premedia services to global clients, attributes its success to adaptation of technological innovations and skilled human resources. The bringing together of these two factions is supervised by the editorial department to ensure excellence in all of Tegra's offerings.

In conclusion, the key role of the editorial in key roles of content generation, updating of content and subsequent verification cannot be undermined, as it plays a pivotal role in the deliverables efficacy and in turn, the rise of the company's growth graph.



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