

# Pearson Scott Foresman

## World's leading K-6 educational publisher moves to Adobe® InDesign® to enhance creativity and reduce production time

### Scott Foresman

- The world's leading elementary educational publisher
- Employees: More than 500
- Location: Glenview, Illinois
- Founded: 1896

[www.scottforesman.com](http://www.scottforesman.com)

### Industry

Book Publishing

### Solution

Page Layout and Production

### Products Used

- Adobe Acrobat®
- Adobe Illustrator®
- Adobe InDesign
- Adobe Photoshop®

### Company Profile

Pearson Scott Foresman, the nation's leading elementary educational publisher, offers high-quality programs in all disciplines, including reading, language arts, mathematics, science, social studies, and music. Scott Foresman is part of Pearson Education, the global leader in educational publishing, which supplies educational materials to 100 million people worldwide.

### Challenges Faced

#### Streamline publishing of complex materials

Scott Foresman needed a page layout and production solution to support creation of complex materials in multiple languages. The company's books typically contain tables, graphs, extensive text, and a wide variety of images. Most books are customized to meet the unique educational testing requirements of each state.

#### Make books as engaging as possible

From an early age, children are fed a steady diet of sophisticated, computer-generated images. To appeal to this new generation, Scott Foresman must make its books as visually appealing as possible. The company sought a solution that would allow fast creation of photocompositions, drop shadows, and other attention-grabbing effects.

#### Create a competitive advantage

While Scott Foresman believed it was time to investigate a more modern page layout solution, the company had a history with QuarkXPress spanning 13 years. "Moving to a new page design and production solution was a major decision not to be taken lightly," says Jim Byrne, electronic production manager at Scott Foresman.

#### Ensure reliable output

Fast, reliable file creation and output is critical, because the company must often produce thousands of complex pages within days.

#### Easily repurpose content

Scott Foresman often repurposes content from printed books to CD-ROM and the Web. A software program with support for XML would help make the process faster and easier.

#### Establish a positive vendor relationship

The company wanted to work with a vendor that would provide excellent customer service and continuous, timely software upgrades.

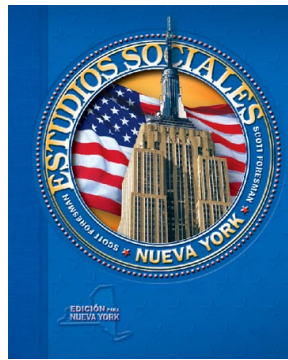
### Success Strategy

The company began evaluating Adobe InDesign software as a replacement for QuarkXPress. Before committing, Scott Foresman initiated a pilot project to produce a 520-page, fourth-grade, Spanish-language social studies book, *Estudios Sociales Nueva York* (New York Social Studies). Two staff members received two days of InDesign training from Ascend Training and Consulting and set to work.

First, staff members converted QuarkXPress files to InDesign. "When we made our first translation of a QuarkXPress file to InDesign, we breathed a sigh of relief," says Steve Kiecker, electronic production specialist at Scott Foresman. "It worked like magic."



For Scott Foresman, the move to Adobe InDesign software has increased productivity, enhanced creativity, and ultimately created a competitive advantage for the company. Built-in features for generating drop shadows, transparency, and other effects enable the design team to create more visually appealing books, while multiple language capabilities and support for XML make it easier to create content for a variety of audiences and media.



“By moving to InDesign, we have a more pleasant working relationship with Adobe, and we can build better books, save production time and money, and ultimately create a competitive advantage.”

Jim Byrne,  
Electronic production manager,  
Scott Foresman

The team ran the final InDesign file through an open prepress interface (OPI) server, used the built-in preflighting tools in InDesign to help prepare the file for printing, and generated an Adobe Portable Document Format (PDF) file for final output. Scott Foresman’s print service provider output the file quickly and reliably. Based on the success of the pilot, Scott Foresman is migrating internal production to InDesign and working with its external design firms and development houses to convert as well.

### Benefits

- A fast learning curve made it easy for Scott Foresman staff to convert files.
- InDesign has increased production efficiency.
- Built-in features for generating drop shadows, transparency, and other effects help Scott Foresman make books more visually appealing in less time.
- Multiple language capabilities in InDesign enabled the company to produce a Spanish-language book without having to purchase additional software.
- InDesign files output reliably.
- XML support in InDesign allows content to easily be repurposed for a variety of media.
- Pleasant working relationship with Adobe streamlines IT functions.

Using InDesign, staff members were productive immediately. “We learned InDesign on the fly—it was amazing,” says Mark Spears, electronic production supervisor. “It didn’t take long at all to get up to speed.”

Staff members worked more efficiently using built-in InDesign features such as drop shadows, tables, and automatic table of contents creation. The team also saved disk space and time by placing native Photoshop images and Illustrator artwork into their layouts. “Placing artwork and images on the fly in InDesign is a major time-saver,” says Kiecker. “Importing, storing, and archiving artwork as EPS or other files gets burdensome, but it’s no longer an issue with InDesign.”

With the multiple language capabilities of InDesign, Scott Foresman was able to easily produce its pilot project, a Spanish-language book, without purchasing any extra software. Repurposing content for a variety of media will be easier as well, thanks to the XML support in InDesign.

From design through output, the pilot project took just 32 weeks. On an ongoing basis, Scott Foresman estimates that InDesign saves 45 minutes per person per day in production time.

At Scott Foresman, the attitude about InDesign has gone from nervousness to excitement. Best of all, the company can work with a vendor that provides frequent upgrades and communicates well with customers. “By moving to InDesign, we have a more pleasant working relationship with Adobe, and we can build better books, save production time and money, and ultimately create a competitive advantage,” says Byrne.

