Producing a high-quality print magazine plus an extended CD-ROM version on a regular basis involves a host of creative contributors reliant on each other under tight deadlines. When the finished product comes under the discerning eye of a professional readership, everything must shine.

Often magazine production staff uses a variety of software packages during the production cycle—word processing applications, photo editing tools, plus separate applications for layout and CD-ROM creation. Typically, disparate applications from various vendors don’t integrate as expected to put the issue to bed without snafus. Time is of the essence in publishing, and smooth collaboration is essential among creative and production staff, freelancers, and contractors.

Parallel publishing

Leading photography magazine publisher focuses on Adobe® Creative Suite® 3 Design Premium, including Adobe InDesign® CS3 and InCopy® CS3 software, to streamline editorial workflow and reduce production time.
LensWork Publishing, specialists in photography-related print periodicals and CD-ROMs, recently adopted Adobe InCopy CS3 and Adobe InDesign CS3 software to streamline its labor-intensive editorial and production process and move to a parallel workflow that allows writers, editors, and designers to work simultaneously on the same layout. The firm’s hallmark title, *LensWork Magazine*, is a bi-monthly anthology with a focus on photography and the creative process. *LensWork Extended* is the CD-ROM version, featuring numerous photographs as well as audio and video interviews and tutorials.

Editor Brooks Jensen explains that by transitioning to Adobe tools, staff has moved from an iterative workflow based primarily on Microsoft Word and Adobe InDesign CS3 to a parallel editorial workflow based on InCopy CS3 and InDesign CS3. Tasks that were often behind schedule are now completed days ahead of time. For example, with Adobe InCopy CS3 and InDesign CS3, photo editors and text and layout editors work concurrently without having to wait for someone else to update documents. Because people no longer have to hand off files from one person to the next, they have more time for higher-level design and editing work. “The advantages of the parallel editorial workflow are wonderful. We’ve reduced our print production cycle by a week and a half,” says Jensen.

**Streamlining the print production process**

Adobe tools have shortened production time dramatically in all areas, according to Jensen. In the past, the magazine’s editorial team had to wait for proofreaders to complete their tasks before writers could make necessary revisions. Graphic artists had to wait to import text files from the writers before determining word counts, column inches, and space allocation. Photo editors would print out hundreds of photographs and spread them out on the floor, before paring down the selections.

“The advantages of our parallel editorial workflow using Adobe InDesign CS3 and InCopy CS3 are wonderful. We’ve reduced our print production cycle by a week and a half.”

Brooks Jensen, editor, LensWork Publishing

LensWork editor Brooks Jensen says the new, more efficient workflow using Adobe InCopy CS3 and InDesign CS3 is enabling him to explore more creative projects and publishing opportunities.
Now, using Adobe InDesign CS3 and InCopy CS3, staff works simultaneously to meet critical deadlines. When it comes time to make final image selections, the creative team streamlines the process by using the thumbnail view in the pages panel in InDesign CS3 to view right and left page spreads and move pages around at will. Layout editors can access spreads and specific magazine sections without having to wait for other colleagues to finish updating the documents. Writers can view text from different perspectives, such as galley view and layout view, allowing them to access the copy with ease and revise documents as quickly and accurately as possible.

The increased efficiency of Adobe InDesign CS3 and Adobe InCopy CS3 software has enabled design, editorial, and production staff to work simultaneously instead of handing off files from one person to the next, freeing them up for higher-level design and editing work. “Adobe tools have completely automated our entire editorial process,” says Jensen. “We are now completing assignments three days ahead of time instead of three days behind schedule.”

**Rapid companion CD workflow**

Adobe solutions also help with *LensWork Extended*, the companion CD-ROM—an expanded version of the print edition published in Adobe Portable Document Format (PDF) using Adobe Acrobat® Professional software. This CD-ROM version of the magazine offers added audio and video interviews and tutorials created using Adobe Audition® and Adobe Premiere® Pro software and features many more photographs than the print version.

“When we witnessed how easily Adobe InDesign integrated with Adobe Acrobat and Adobe Photoshop® software, which we use extensively at LensWork,” Jensen explains, “we knew InCopy and InDesign software would result in similar time savings for our CD team.” They were right. Adobe InCopy CS3 and InDesign CS3 have reduced the bi-monthly CD-ROM turnaround time by 50%. The new workflow smooths the process of selecting photographs to include in the CD-ROM version. “The new thumbnail view feature in InDesign CS3 has helped our image selection process tremendously,” says Jensen.

*LensWork Extended* subscribers enjoy eye- and ear-catching bonus material on the CD-ROM. Interviews with noted photographers are

**Company**

**LensWork Publishing**

Anacortes, Washington

www.lenswork.com

**Challenges**

- Streamline editorial and creative workflow
- Integrate simultaneous print and electronic deadlines
- Simplify CD-ROM production process
- Minimize training on new software

**Solution**

- Automate labor-intensive editorial and production process with Adobe InCopy CS3 and Adobe InDesign CS3
- Create an eye- and ear-catching electronic version using Adobe Audition, Adobe Premiere Pro, Adobe Acrobat, and Adobe PDF

**Benefits**

- Reduced print production cycle by a week and a half
- Sped up CD-ROM turnaround time by 50%
- Trained staff on new software in three days online

**Toolkit**

- Adobe Creative Suite 3 Design Premium.
  Components used include:
  - Adobe InDesign CS3
  - Adobe Photoshop CS3
  - Adobe Acrobat 8 Professional
  - Adobe InCopy CS3
  - Adobe Audition
  - Adobe Premiere Pro CS3

“It took my staff half an hour to fully grasp the advantages of using Adobe products.”

Brooks Jensen, editor, LensWork Publishing
“Adobe tools have completely automated our entire editorial process. We are now completing assignments three days ahead of time instead of three days behind schedule.”

Brooks Jensen, editor, LensWork Publishing

edited with Adobe Audition and Adobe Premiere Pro software. Viewers can see a presentation of an artist’s work, learning about specific photographs while listening to first-hand, professional-level audio commentary.

Simplifying the learning curve

Training the LensWork team to use Adobe products was essentially effortless. Over the course of a long weekend, Jensen and his staff paced themselves through a Lynda.com tutorial, titled “InCopy CS3 + InDesign CS3 Integration” by Anne-Marie Concepción. By Tuesday morning, the entire firm was up and running on the new Adobe software.

Jensen points out that the familiar Adobe look-and-feel paved the way for users at all skill levels to quickly adapt to the new software. “Adobe InDesign CS3 and InCopy CS3 have an intuitive interface. Even if they had only a cursory experience with Adobe tools, everyone at LensWork was able to get up to speed quickly.” What’s more, says Jensen, Adobe tools made the transition to a parallel workflow not only cost-effective, but efficient. “It took my staff half an hour to fully grasp the advantages of using Adobe products,” says Jensen.