

Chapters 1, 3, 4, 6-8, 12-20, 22-24

How an editor might work as part of a product team?

Subject Matter Expert

Goals of copyediting

Differences between copyediting and proofreading

Dead copy

Differences between editor and writer (type of skills used, visibility, pay, hierarchy)

Characteristics of editor-writer relationship

Role of style manuals

Style sheets

Goals of comprehensive editing

Differences between copyediting and comprehensive editing (harder to justify, which 1st)

Style-substance split

Characteristics of good prose style

Common organizational strategies

Visual design options

Tables, bar graphs, pictographs, line graphs, pie chart, flowchart/organizational chart,

map, line drawing, photograph

Data ink

Globalization, localization

Source language, target language

Controlled language strategies

British vs. American English (world usage)

Tautonymy, heteronymy

A4 paper

Common differences between English and other languages

Intellectual property: copyright, trademark, patent, trade secret

Fair use, work for hire, public domain, duty of trust

Product safety and liability: categories of concern

Serif and sans-serif fonts (usage)

Issues to consider when purchasing fonts

Picas and points

x-height, ascenders, descenders

Leading, kerning

Justification

Line length

1-color, 2-color, 4-color printing (CMYK, registration)

Halftones, continuous tone

Resolution

Issues to consider in paper selection

Signatures, folios

Imposition

Bluelines

Offset lithography printing (metal plates, oil vs. water)

Binding: saddle, side, perfect, library

Tracking