Case Study – Content Reformatting

Client: Based USA, our client (name withheld by request) liaisons with visual and learning challenged communities in N. America

Process: Content reformatting

1. A visual/learning challenged individual approaches our client with instructions
   a. Style and layout of book pages
   b. Font face, size, color (or color book done in grayscale to save printing cost)
   c. Alternate text for images (vision challenged, screen readers)
   d. Sufficient vertical spacing between lines (learning challenged)
   e. Single column format (exceptions are tables and 'match the columns')
2. Client buys the original book
   a. One book for every reformatted book sold
   b. There is no copyright violation (USA laws specifying equal opportunity for all)
3. Book is scanned in America
   a. Scans (and processing instructions) uploaded to a secure site
4. Scans (and processing instructions) are picked up by Valutone, Mumbai
   a. We check for missing/damaged pages
   b. Depending on priority, books are allocated to the editing team
   c. 'Format' document per book synchronizes the entire editing team's efforts
5. Page element processing
   a. Text, image, tables are identified
   b. Text, tables with text are recognized using optical character recognition
   c. Spellings are checked in language of choice (or primary + secondary language, for English book with foreign words) – Level 1
6. Final page element layout
   a. Book laid out in Microsoft Word 2003
   b. Single column flow for ease of comprehension
   c. Footnotes and explanatory text follow the relevant paragraph
   d. Headers and Footers eliminated for computer generated text-to-speech (like Jaws, Daisy reader)
   e. Spellings are re-checked for OCR software recognition errors – Level 2
7. Quality Control
   a. A fresh pair of eyes of an expert at proofing (editor and proofreader different)
   b. OCR errors spotted by 'eyeballing' grammar check
      i. Unclear scan, OCR interprets 'took' as 'look – both are legal English words
      ii. Thin paper – text on reverse side visible – junk characters on 'white' parts of paper
      iii. For small point sizes, 'darn' wrongly interpreted as 'dam'
      iv. Reverse text (light text against dark background) interpreted as junk characters
   c. Eliminates mistakes creeping in through various processes
   d. Ensures standardization of all elements across entire book
8. Book sent to client
   a. Uploaded to a secure site to prevent piracy, duplication, copyright violation
   b. Client prints, binds, dispatches book to visual/learning challenged individual