

## PUB14 Maintain editorial quality

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about maintaining the editorial quality of publishing products. It includes sourcing new content, reviewing and amending existing content, and making suggestions for revisions and amendments to authors or contributors. It can be used in many contexts, including:</p> <ol style="list-style-type: none"> <li>1 by journal editors to compile journals</li> <li>2 for publishing books</li> <li>3 for digital publishing projects</li> </ol>	<p><b>What you need to know</b></p> <p>K1 The aim, parameters, style, structure, specification and target market of the final product</p> <p>K2 The schedule and budget for the publishing product</p> <p>K3 The house style and other requirements of the publishing organisation in relation to publishing products</p> <p>K4 Sources of content and artwork providers, multimedia developers and suppliers and freelancers, and their experience, capabilities and market value</p> <p>K5 How to assess the impact that adaptations to content, navigation, encoding or tagging could have on publishing products</p> <p>K6 How to ensure that product identifier notices, dates and privacy notices are complete and accurate</p> <p>K7 Appropriate content and file management procedures and techniques, and how to use them</p> <p>K8 The technical limitations of navigational techniques and the restrictions of technology</p> <p>K9 What constitutes explanatory, navigational, descriptive and introductory content</p> <p>K10 How to obtain product identifiers from the appropriate organisation</p> <p>K11 The purpose, format and function of metadata, legal definitions, guidelines, directives, legislation and standards relevant to publishing</p> <p>K12 Current guidance and best practice on accessibility and usability</p> <p>K13 The current rules, regulation and policy regarding permission of use, and how to access permissions across platforms</p> <p>K14 The contractual agreement with all suppliers relating to the responsibility for obtaining and paying for</p>	<p><b>What you must be able to do</b></p> <p>P1 Identify and commission sources of good-quality content</p> <p>P2 Provide accurate and thorough briefs, and sufficient materials and resources, to elicit work of the required quality</p> <p>P3 Ensure that page layout is appropriate for the publishing product</p> <p>P4 Ensure that completed content, structure and navigation meets requirements</p> <p>P5 Ensure that indexing, metadata, coding, tagging and hyperlinks are correctly and consistently applied</p> <p>P6 Suggest improvements to better meet the requirements of the publishing organisation and applicability to users</p> <p>P7 Ensure that copyright and permissions requirements are complied with</p> <p>P8 Check that editorial changes and queries are raised with authors or contributors, and that resultant alterations are correctly and accurately implemented</p> <p>P9 Check that editorial design instructions have been correctly carried out and that explanatory, navigational and descriptive content, navigation and structural elements are correct and functional</p> <p>P10 Ensure that the product meets the accessibility and usability requirements of all potential users</p> <p>P11 Check content to identify all questionable material</p> <p>P12 Accurately assess the level and nature of legal advice required, and notify appropriate individuals of action taken or needed</p> <p>P13 Ensure that changes are made to material within editorial responsibility to obviate the need for further legal evaluation</p>

	<p>permissions, and for indemnifying the company against libel, plagiarism or passing off</p> <p>K15 Sources of legal advice, and the procedures for obtaining guidance</p> <p>K16 The limits of your personal responsibility and authority on legal matters and in making alterations to material</p> <p>K17 Your company's policy on reusing and repurposing content, both long-term and on-going</p> <p>K18 The implications of copyright and moral rights applying to suppliers, content providers, developers and freelancers</p> <p>K19 Your company's policy on, and internal procedures outlining, end-user rights, and what use of content is permitted in the organisation within the bounds of current legislation</p> <p>K20 Current editing, proofreading and indexing conventions</p> <p>K21 Specialist vocabulary and spelling, grammar and punctuation conventions relating to the area of the publication</p>	
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