

## PUB20 Proofread content

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about ensuring that all content is accurate and consistent. It applies to proofreading all content, including text, tables, diagrams, images, bibliographies and indexes, as well as checking page make-up and cross-referencing; includes typeset, multimedia and interactive material including text, tables, diagrams, images, bibliographies, interactive media and multi-media depending on what is in the brief for the work. It is relevant to all content irrespective of the publication process.</p>	<p><b>What you need to know</b></p> <ul style="list-style-type: none"> <li>K1 The nature and requirements of the market(s) for which the work is intended</li> <li>K2 The schedule and budget for the job</li> <li>K3 The boundaries of the proofreading role, and how to avoid copy-editing</li> <li>K4 Common editorial problems encountered when proofreading, and how to overcome them</li> <li>K5 The house style of the organisation and the specific editorial style of stylesheets or templates used for the project, including accessibility, usability, interactivity and meta data guidelines</li> <li>K6 The design specification of the project and how to interpret it</li> <li>K7 The typographic and page make-up conventions, and generic coding and/or tagging, markup and/or style conventions for content, and how to apply them</li> <li>K8 How to proofread text, tables, diagrams, images, bibliographies and indexes, and check page make-up and cross-referencing; includes typeset, multimedia and interactive material</li> <li>K9 The current British Standards proofreading marks, and how to apply them</li> <li>K10 The conventions for proofreading page or content references, cross-references and bibliographies</li> <li>K11 Spelling, grammar, punctuation and word breaks for the language in which you are proofreading</li> <li>K12 The benefits and limitations of available editing software tools and how and when to use them</li> <li>K13 The production process used to produce the proofs, and how to make alterations to suit it</li> <li>K14 The publishing processes used to generate and maintain content, and when and how to make alterations or updates to this content</li> <li>K15 How and when to amend or add metadata, and the metadata standard to be used</li> <li>K16 What file management procedures and techniques are appropriate</li> </ul>	<p><b>What you must be able to do</b></p> <ul style="list-style-type: none"> <li>P1 Proofread all aspects of the work identified in the brief for the work you are carrying out</li> <li>P2 Complete your work within the allocated number of days and timescale</li> <li>P3 Read proofs or content to ensure accuracy of setting, spelling, grammar and punctuation, and to ensure internal consistency of content, design, structure, typography and layout</li> <li>P4 Review content to ensure that all required metadata, navigation and hypertext links are present</li> <li>P5 Read proofs or content to ensure that word breaks are appropriate</li> <li>P6 Ensure that the house and project styles have been applied correctly and consistently</li> <li>P7 Make alterations to content and layout clearly and accurately, using agreed conventions</li> <li>P8 Check the consistency of references</li> <li>P9 Ensure that alterations are practicable in terms of production processes, the budget and the schedule</li> <li>P10 Notify appropriate individuals of implications of alterations to content, structure, navigation, typography or layout</li> <li>P11 Take action to resolve issues affecting the schedule, content, structure, navigation, typography or layout</li> <li>P12 Bring unresolved issues to the attention of appropriate individuals in a clear and concise way</li> <li>P13 Clearly and accurately collate alterations using agreed conventions</li> </ul>

	<p>K17 The editorial and design implications of alterations, and how to control them</p> <p>K18 The cost and time implications of alterations, and how to control them</p> <p>K19 How to communicate effectively with others</p>	<p>P14 Ensure that collated alterations to content maintain internal consistency</p>
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