

## PUB22 Produce a specification of work

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about translating a concept into reality by producing a detailed and well-thought-through specification of the work to be carried out. Appropriate specifications early in the process can greatly speed up the later stages of bringing a publishing product to market. Specifications can be written for work to be carried out by colleagues, suppliers or publishing partners.</p> <p>It can be used in many contexts, including producing specifications for:</p> <ol style="list-style-type: none"> <li>1 publication</li> <li>2 production</li> <li>3 print services</li> <li>4 structural design for digital products, including accessibility requirements</li> <li>5 visual design for printed or digital products</li> <li>6 typographic style to ensure that authors, external editors and contributors follow heading styles, and that heading styles are navigable in electronic versions</li> </ol>	<p><b>What you need to know</b></p> <p>K1 The aims, objectives and desirable features of the product or service being specified</p> <p>K2 The overall budget for the product or service, and the cost impact on that budget of the choices that you make</p> <p>K3 The detail of the techniques or materials being specified, and their limitations</p> <p>K4 How techniques vary according to the function, format, technology and content</p> <p>K5 The range, availability and suitability of the elements you are specifying for the product or service</p> <p>K6 How to produce information that communicates effectively and accurately, taking into account time, content, meaning, organisation of the information and the needs of the audience</p> <p>K7 How to achieve optimum readability, accessibility and usability, and use of aids employed to navigate through content</p> <p>K8 Any specific requirements regarding maintenance, updating, extension or reproduction</p> <p>K9 Organisational design requirements and templates to work within</p> <p>K10 The development or production process or procedures that will be used</p> <p>K11 The benefits of building in accessibility and usability testing, and appropriate ways to achieve this</p> <p>K12 The benefits of testing on end-users, and how to gain access to people with disabilities</p> <p>K13 The effect that a poorly designed interface can have on a highly accessible product</p> <p>K14 How to interpret and adhere to specific editorial and other requirements</p> <p>K15 Any limitations imposed by budget, style, function, process, end-user, contractual commitments or technology</p> <p>K16 The systems and services available from outside organisations</p>	<p><b>What you must be able to do</b></p> <p>P1 Develop specifications that will result in products or services that are appropriate to the overall purpose and planned audience</p> <p>P2 Produce specifications that are logical, complete, accurate and comprehensible</p> <p>P3 Make sure that your specifications include instructions for all elements of the specification</p> <p>P4 When appropriate, evaluate the quality of existing products or services to ensure that the specification is compatible with them and makes necessary improvements</p> <p>P5 Make sure that you specify appropriate and compatible materials or design features for each part of the product or service</p> <p>P6 Present templates, samples and examples in the most cost-effective way</p> <p>P7 Ensure that the specification is technically feasible within technological, developmental, usability and accessibility constraints</p> <p>P8 Use appropriate in-house equipment, hardware or software to develop the specification</p> <p>P9 Evaluate accurately the cost of producing work to the specification in terms of time and fees</p> <p>P10 Make sure that the specification will comply with budgetary constraints</p> <p>P11 Work closely with colleagues in and across departments, and outside the organisation when necessary</p>

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|  | <ul style="list-style-type: none"><li>K17 The current capabilities of in-house equipment, hardware or software</li><li>K18 How to communicate and work effectively with others</li><li>K19 Current rates for the service you are specifying</li><li>K20 Relevant guidelines, directives and legislation relating to accessibility and copyright of products and services</li></ul> |  |
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