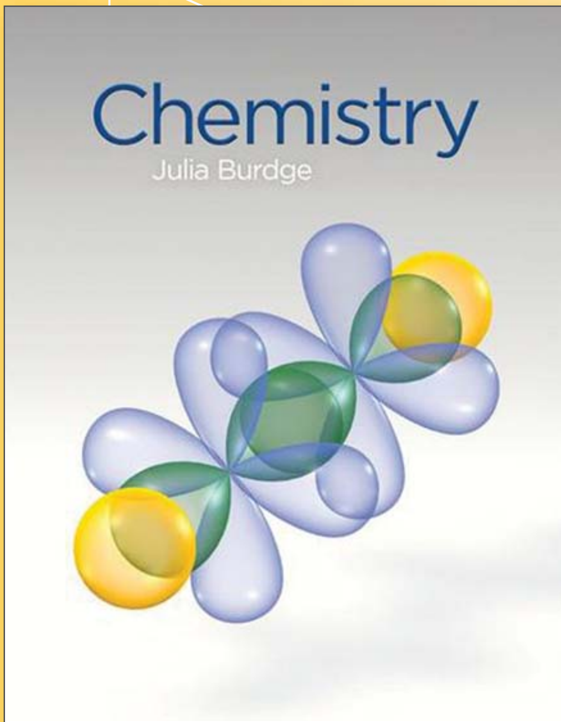
PRECISION GRAPHICS

CASE STUDY:

BURDGE CHEMISTRY



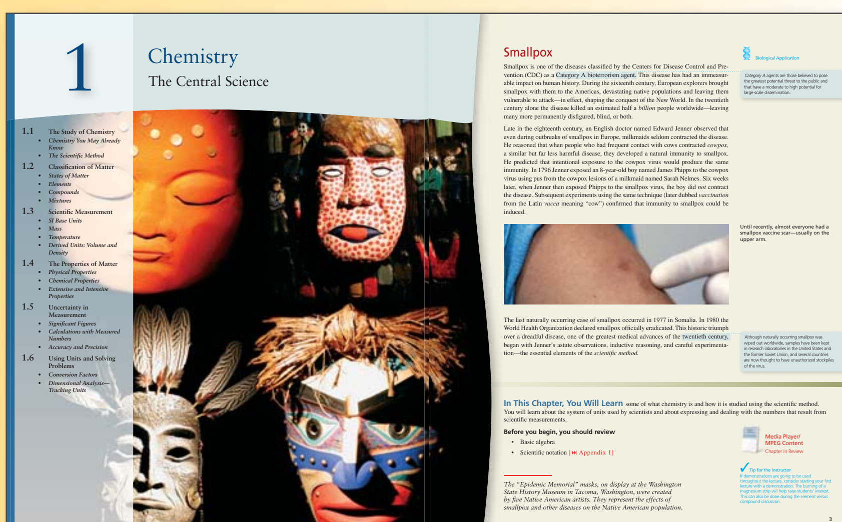
MISSION

Create a visually dynamic first-edition book and 3-D media program.

Author Julia Burdge had collaborated on textbooks before beginning work on *Chemistry*, and she had definite ideas about the look and feel of her first solo project. Precision Graphics took the initiative in taking the author's preferred art style and making it our own. By creating a detailed style sheet that began with the general design of the art, we were able to ensure that the unique and complex style would be successfully implemented throughout the entire project.

While the usual workflow means sending project communications through project managers, Precision's lead artist for *Chemistry* was encouraged to communicate directly with the author. We took full advantage of this, leading not only to email and phone conversations, but to several working meetings in our office. This allowed for valuable interaction in the early stages of art production that ensured we were meeting the author's expectations before we were very far into the process.

> "We've built a strong relationship with the author that will serve as a foundation for future editions."
>
> —Lead Artist, Gary Hunt



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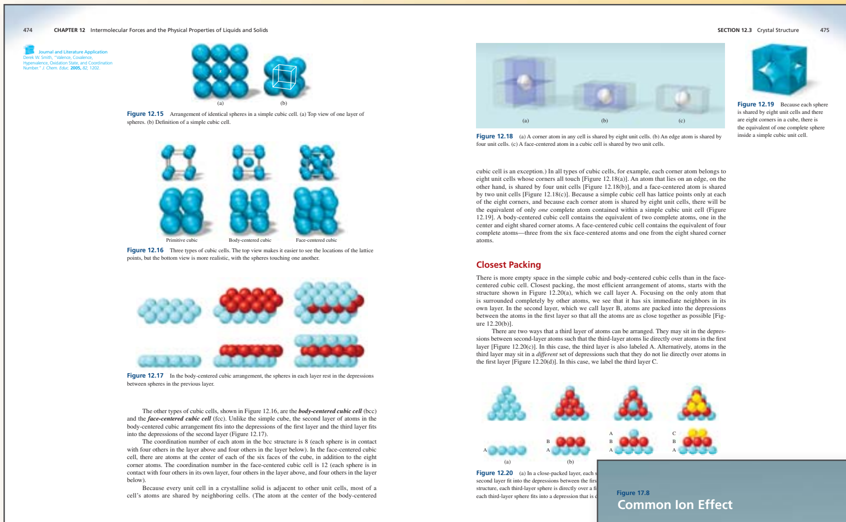
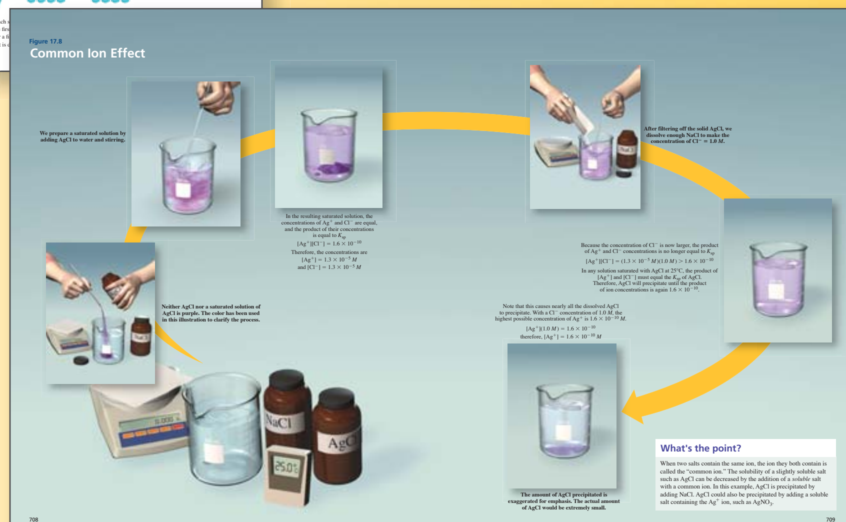
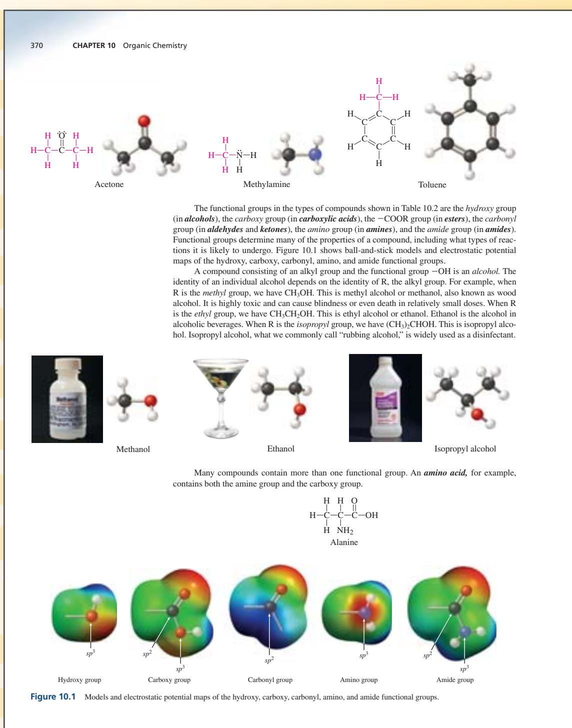




“Meeting the author really helped personalize our work on this book. I feel like this book is not just hers, but *ours*.”

—Lead Compositor, Karen Hawk



Much of the art for this book was rendered initially using 3D software, which can be time-consuming and expensive. By initiating early and direct author collaboration, we were able to ensure that we stayed within the budget. Further, when the client saw what Precision was creating, they added media elements to the package. What began as an art and composition project expanded to include high-end animations and the cover illustration.

In addition to our contact with the author, the PG team stayed in close touch with the client's book team. We were able to stay on top of the client's many marketing goals and deadlines, which helped make Burdge *Chemistry* a successful book for the publisher as well.

Finally, the early collaboration with the author enhanced personal ownership in the project on the part of Precision's book team. We were not just working with a name on the spine. Dr. Burdge became a valued colleague, and it became important to each member of PG's book team to make her proud of what we created. Every member of the book team, from the author to the proofreader to the illustrators, can claim this project as a personal success.

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