

CASE STUDY:

ESSENTIALS OF GEOLOGY



MISSION

Update a best-selling geology textbook with an innovative look and feel while maintaining easy-to-follow text for introductory level students.

THE CHALLENGES

In the case of *Essentials of Geology*, the author was very interested in being involved in all aspects of the process, but he also had an extensive travel schedule. In addition, both he and Norton wanted PG to provide a brand-new book design that would capture student interest while still maintaining pedagogical integrity. It became immediately obvious that the traditional paper-based workflow was not going to work.

OUR SOLUTION

Precision provided electronic samples at all stages of the project, including web-based document transfer and reviewing tools. This allowed both the author and the publisher to review and weigh in without delays for shipping. We maintained close contact with the author, making it possible to develop and incorporate an elaborate art style that ultimately

50 FIGURE A.6 Studying rocks in thin section.







INTERLUBE A field Group Each individual rock type has a name. Name come from a variety of sources. Some come from the dominant component making up the rock, some error or in particularly abundant, some from a row word of Lain origin, and some from a row a traditions name word by poople in an arras where the rock is found. All todd, three are handbook of different rod

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sy examining a rock in an genough, such an examipostwent the rock you're around it, and will allow edogists carefully record obgists carefully record dens (magnifying glau), inne canbles geologists to to



rock and can describe the way in which the grains coseach other. A photograph taken through a petrographic scope in called a **photomicrograph**. **High-Tech Analytical Equipment** Beginning in the 1950s, high-stech electronic instrubecarse available that enabled geolog



Key Terms bedding (p. 89) bedrock (p. 86) centent (p. 86) crystalline (p. 86) equant (p. 89)



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Pages of Earth's Past: Sedimentary Rocks

6.1 INTRODUCTIO

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"Among the best parts of the book are the illustrations, which are beautiful to look at and supplement the text perfectly reinforcing concepts."

Weathering, Sediment, and Soil Production

Surgicly, channel studenting speed applying data speed of the speed o such aloge (Fig. 8.8.). You can only see the consequence of differential works from gas grapmyrin TA TA for the consequence of the constraints of constraints of constraints of the constraints of constrain

—Kenneth A. Ballew, on Amazon.com



Name Transformer Participant Participant

and not nupplet turin the togenining of the C-motole ErA, so geologistical till be Convoic the Age of Mammali. Bind also appeared during the Mesonoic (specifically, at the beginning of the Certacosov Foreld), but andwrrifer great diversification in the Convoic Era, Note that some species estand only for a horri interval of the geologist column, and thus are diagnose tic of a particular period or epoch. The fossils of such species are called **lastes** Strustik. The best that fossils, for correlation parposes, are from species that were widespread. To conclude our discussion, key is see how the geologic

conclude our discussion, let's see how the geologic comes into play when correlating strata across a region. I'm to the Colorado Plateau of Arizona and Utah, in the stern United States (Fig. 10.11a, b). Because of the lack demonstrates that educational illustrations can also be beautiful. Face-to-face meetings with the book team and the author happened as often as they could, sometimes even on the lead artist's front porch! Finally, by having all aspects of production under one roof—from development of sketches through the book layout to final composition—we were able to accommodate the author's travel schedule and desire for hands-on involvement, ensure that all elements of the book maintained a consistent look and feel, and still get the book published on a reasonable schedule.

THE FINAL RESULTS

- Essentials of Geology has become a geology essential
- Winner of the Crystal Book Award, 58th Annual Book and Media show, 4-color college textbook
- Continued relationship with author and publisher based on this book

0.7 HOW DO WE DETERMINE NUMERICAL AGE?

Geologists since the days of Hatton could determine the relative ages of geologic events, but they had no way to specify numerical ages. Thus, they could not define a time line for Earth history or determine the duration of events. This situation changed with the discovery of radioactivity. Simply part, radioactive elements decay at a constant rate that can be measured in the lab