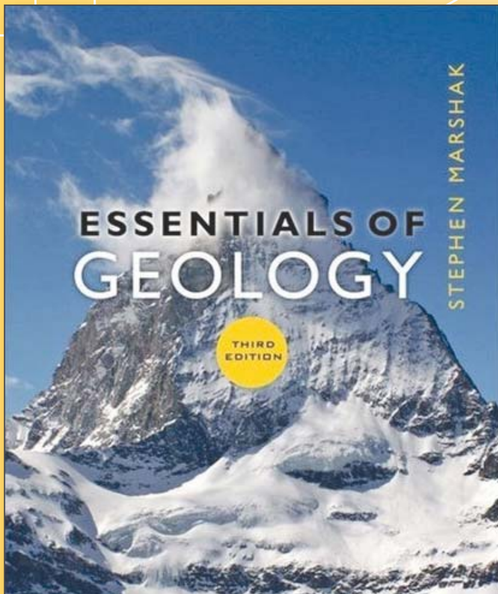
PRECISION GRAPHICS

CASE STUDY:

ESSENTIALS OF GEOLOGY



MISSION

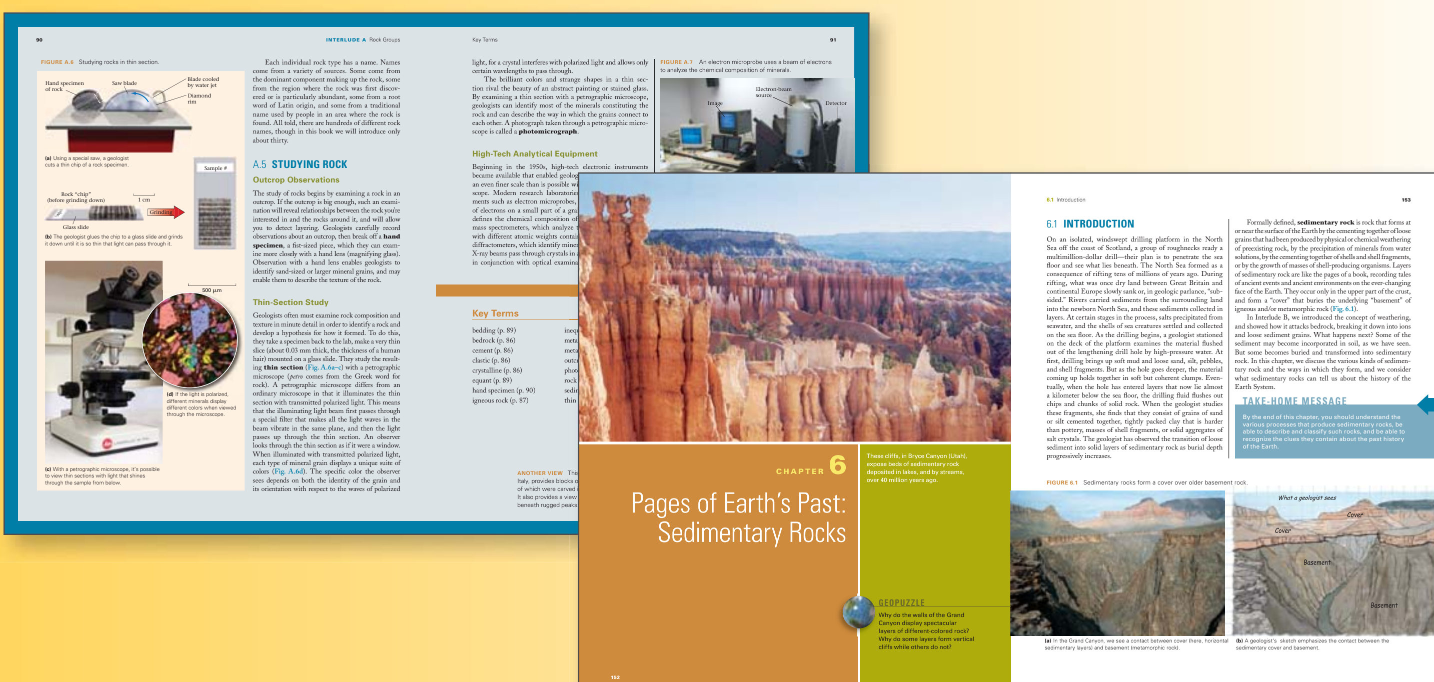
Update a best-selling geology textbook with an innovative look and feel while maintaining easy-to-follow text for introductory level students.

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



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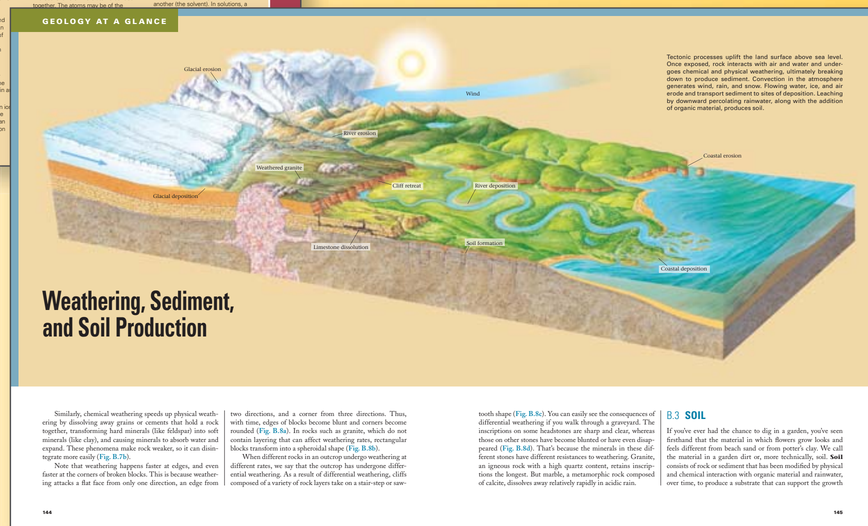

"Among the best parts of the book are the illustrations, which are beautiful to look at and supplement the text perfectly . . . reinforcing concepts."

—Kenneth A. Ballew, on Amazon.com

PRECISION

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