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EDITORIAL SERVICES

"An editor is an advocate for both the writer's true intentions and the reader's needs."

What do editors do?

Mr. Webster defines *edit*: "1) to prepare an edition of; to assemble by cutting and rearranging; to alter, adapt, or refine esp. to bring about conformity to a standard or to suit a particular purpose. 2) to direct the publication of."

Editors do it all. Primarily, their job is to take words and turn them into a final product, but editors can also act as project managers, either doing it all themselves or hiring writers, illustrators, photographers, indexers, proofreaders, and other contractors as needed. Editors may also handle the actual production of your project--design, desktop publishing, printing, press proofing and delivery, or any part thereof. However, few editors are involved in distribution.

The editorial function is so broad that many editors are specialists:

Substantive or Line Editing

Includes all aspects of Copy Editing (below) in addition to improving a manuscript in any or all of the following ways:

- identifying and solving problems of overall clarity or accuracy
- reorganizing paragraphs, sections, or chapters to improve the order in which the text is presented
- writing or rewriting segments of text to improve readability and flow of information
- revising any or all aspects of the text to improve its presentation
- consulting with others about issues of concern
- incorporating responses to queries and suggestions
- creating a new draft of the document

Copy Editing (Basic)

Any or all of the following:

- correcting spelling, grammar, punctuation, syntax (grammatical arrangement), and word usage while preserving the meaning and voice of the original text
- checking for or imposing a consistent style and format
- reading for overall clarity and sense on behalf of the prospective audience
- querying the appropriate party about apparent errors or inconsistencies
- noting permissions needed to publish copyrighted material

May also include:

- preparing a style sheet that documents style and format
- preparing a manuscript for the next stage of the publication process
- cross-checking references, art, figures, tables, and other features for consistency with their mentions in the text

Proofreading

- check the typeset text for errors, including typographical errors
- check for adherence to typesetting specifications and page makeup
- compare the latest stage of the project with earlier stages to make sure changes have been made correctly

Other types of editing:

Developmental editing

These editors work closely with an author to develop a book or other project from the initial concept onward. They work closely with the author or client to study competing works and create a product that stands out.

Project editing

Also called project managers, they see a project through from start to finish. They supervise and coordinate the editorial process and may, when necessary, hire contractors such as illustrators or proofreaders to complete certain phases of the process.

Production editing

These editors see the manuscript through the production process, starting with the edited manuscript and ending with approval of the final product. Production editors often hire other editorial staff, such as proofreaders.

Picture editing/researching

The job of a picture editor is to arrange for photographs, drawings, maps, and other illustrations, and to negotiate permissions and fees for the art work that is used.

Indexing

Indexing is a very specialized field. This person creates the index that is usually placed at the end of a book. An index is an alphabetical list of references to important terms and concepts within the text. This work is usually done near the end of the project when the final layout is available.

What do desktop publishers do?

Desktop publishers create high-quality, digital layout pages on a personal computer. They use professional software that is compatible with the equipment used by the printing company that will print the project. The client often (though not always) provides the text copy in a program such as Microsoft Word. The desktop publisher then creates a design, lays out the pages according to the specifications, formats the text, manages the illustrations and photos, and creates the final product that is ready to go to the press. Most books, magazines, newsletters, brochures, newspapers and other publications are now created using desktop publishing.