

Proofreading in the 21st Century

How Acrobat 7 Can Change Your Life



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Introduction

- ❖ 20 Years experience in tech documents.
- ❖ During this time:
 - Great new tools for print publishing.
 - Great new tools for web and help publishing.
 - Proofreading has remained a backwater.
 - Drain on developers and Subject Matter Experts (SMEs).
 - Productivity drain on tech writers.
 - Source of errors and frustration.
 - Not ISO 9000 compliant.
 - Homegrown solutions with high maintenance costs.



Agenda

1. Proofreading Problems

2. Acrobat 7 as a Proofreading Panacea

3. Is Acrobat 7 Win-Win for All Constituencies

4. Get Going into 21st Century Proofreading

Proofreading Challenges



How Efficient is Yours?

Get comments on the document plan.



Document Preparation Cycle



Gather, track, share, manage comments from multiple reviewers.

ISO: track comments and follow-up to comments.

The Review and Commenting Cycle

Phase 1

Phase 2

Phase 3

Should be repeated for document plan, for drafts, for updates.

Prepare draft
for
comments
and markup

Proofreaders
add
comments
and markup

Merge
comments
and
markup

Repeated many times for engineering changes, etc.



Acrobat 7: Proofreading Panacea?

- ❖ Today's Focus on Acrobat 7.
 - PDF is easy-to-make. Acrobat Reader is ubiquitous.
 - Acrobat 7 Professional for the PDF creator.
 - Acrobat Reader 7 for reviewers.
 - Alternatives (e.g. WebWorks Final Draft, Live Linx ConteX, Word with track changes) – not today.
- ❖ What Acrobat 7 brings to the table.
 - Reader-enabled commenting
 - Email-based review.
 - Browser-based review.
 - Improved markup and commenting tools.

Sample Reader Commenting

The screenshot displays the Adobe Reader interface for a PDF document titled "[Pricing software products.pdf]". The document content is partially visible, showing text about pricing software products. Several toolbars and panels are overlaid on the document:

- Commenting Toolbar:** Located at the top left, it includes tools for Note, Text Edits, Stamp, and Show.
- Drawing Markups Toolbar:** Located at the top right, it includes tools for Callout, Cloud, Pencil, and Dimensioning.
- Stamps Panel:** A vertical panel on the right side containing several pre-defined stamps such as "REVIEWED", "Richard Crocker CONFIDENTIAL", "REVISED", and "RECEIVED".
- Annotations:** A yellow callout box contains the text "We need to talk about this next week." A pink cloud annotation is drawn around a section of the document text.

The interface also shows a menu bar (File, Edit, View, Document, Tools, Window, Help), a toolbar with navigation and zooming options (54%), and a status bar at the bottom indicating "3 of 9" pages.

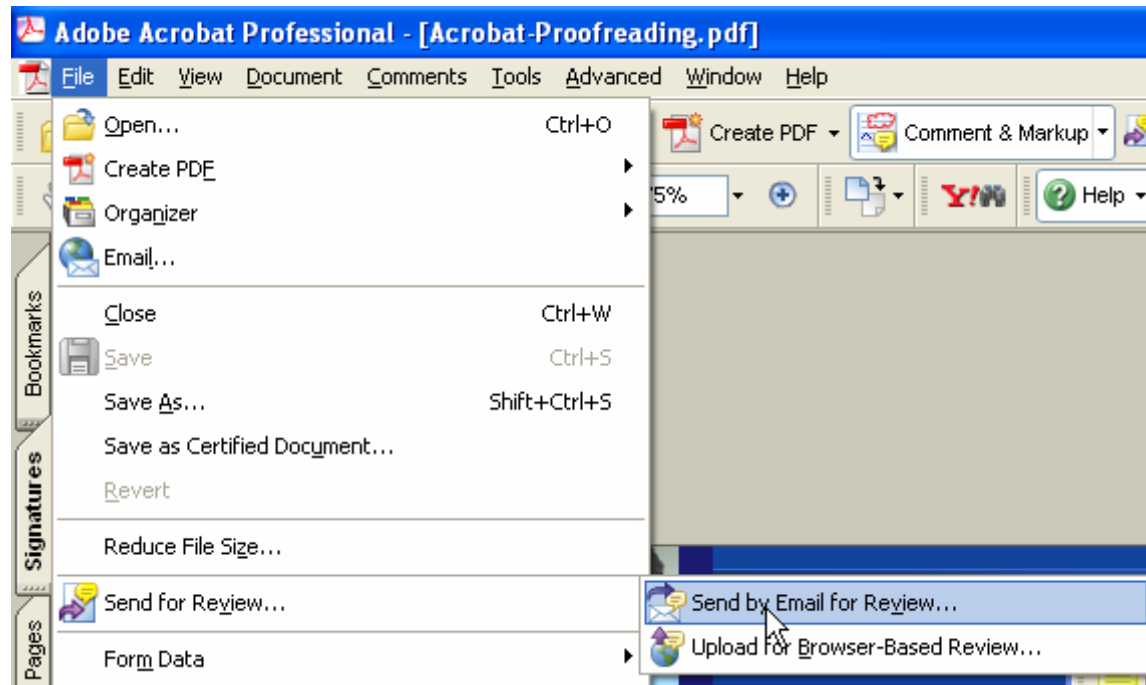


Reader Enabled Commenting

- ❖ Bold change for Adobe Reader 7.0.
 - Adobe Reader users *can* have all the commenting and review tools.
- ❖ Implications
 - PDF document review is more useful.
 - PDF document review will be widespread.
 - Reviewers may need a push.

Email-based Review

- ❖ To start an e-mail review, just choose “Send by Email for Review”.
- ❖ For recipient in Adobe Reader 7.0, additional markup and commenting toolbars appear, including:
 - Note
 - Highlight, underline, cross out
 - Indicate text edit (insert, delete or replace text)
 - Stamp Attach file as a comment
 - Record audio comment
 - Callout
 - Cloud
 - Drawing (arrow, rectangle, oval, line, pencil, etc.)



Email-based Review

Identity Setup

Please enter your identity information so that other review participants will recognize your invitation.

Identity

Login Name: katriel

Name:

Title:

Organization Name:

Organizational Unit:

Email Address:

Email-based Review

Send by Email for Review: Step 2 of 3

Steps:

- Getting Started
- ➔ Invite Reviewers
- Preview Invitation

Invite Reviewers

Enter an email address for each person whom you would like to invite to review this PDF file.

Address Book

janesmith@bestwesternhmo.com
johndoe@riskmanagement.com
proffranklin@cornell.edu



You can request that reviewers cc their comments to other people, or that reviewers return their comments directly to someone other than you. You can also specify that reviewers are presented with Drawing Markup tools, in addition to Commenting tools.

Customize Review Options

Cancel

< Previous

Next >

Review Options

Request that reviewers return their comments to:

Address Book

safety@bestwesternhmo.com

Display Drawing Markup Tools for this review

Users with Acrobat 6.0 or later can participate in this review

Also allow users of Free Adobe Reader 7.0 to participate in this review



Users of Acrobat will be restricted from performing some operations on PDF files which are enabled for review with Adobe Reader

OK

Cancel

Email-based Review

Inbox

1% of 2.0GB

View: [All Messages](#) ▾

Messages 1-1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Delete

Spam

Mark ▾



Move... ▾

<input type="checkbox"/>	Sender	Subject	Date	Size
<input type="checkbox"/>	 Katriel Reichman	 Please Review the Attached Document: Acrobat-Proofreading.pdf	Sun 03/06	77k

[Check All](#) - [Clear All](#)

Messages 1-1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Email-based Review

From:	"Katriel Reichman" <katriel@methodm.com>  View Contact Details
To:	janesmith@bestwesternhmo.com, johndoe@riskmanagement.com, proffranklin@cornell.edu, contentfrag-med@yahoo.com
Subject:	 Please Review the Attached Document: Acrobat-Proofreading.pdf
Date:	Mon, 7 Mar 2005 01:11:34 +0200

Please review and comment on the attached document: Acrobat-Proofreading.pdf. Either Adobe Acrobat 6.0 or later, or Adobe Reader 7.0 or later, is required to participate in this review.

1. First, open the attachment.

2. Then, make your comments directly on the document by using the tools on the Commenting toolbar, and/or the tools available under the Comment & Markup button.

3. After you have finished making your comments, click the "Send Comments" button on the Commenting toolbar to email your comments to the requestor.

You are able to review and comment on this PDF file using the free Adobe Reader 7.0 (as well as Adobe Acrobat Standard and Professional) because the person sending you this review had used Adobe Acrobat 7.0 Professional to create and send the attached PDF file. For more information go to <http://www.adobe.com/acrobat/>.

You can download Adobe Reader 7.0 for free from <http://www.adobe.com/products/acrobat/readstep2.html>

Attachment



Attachment scanning provided by:

Norton
AntiVirus
2005

[Scan and Download Attachment](#)

Email-based Review

Send Comments: Acrobat-Proofreading.pdf

All of the comments on this document have been saved in a file which will be attached to an email and sent to the given addresses. The recipients will see the comments exactly as you have placed them on the PDF.

Enter the email addresses of those who should receive comments:

Subject:

Message:



If you see a dialog from your email application that asks you to approve sending this email, it is because of your current email application's security settings. If you do not wish to see that dialog, you can change those security settings in your email application to be less strict.

Email Review Markup Merged

The screenshot displays the Adobe Acrobat Professional interface. The main window shows a PDF document titled "healthgrades-sample-1.pdf". The document content includes several paragraphs of text. A red stamp with the word "Grade" and "NOT APPROVED" is placed over the text. A comment box is open over the text, containing the text: "agree that without adjusting for the case mix the hospitals that take the sickest patients will have the lowest ratings, regardless of the actual quality of care delivered." The comment box also shows the date "07/03/2005 10:04:40" and an "Options" button. The interface includes a menu bar (File, Edit, View, Document, Comments, Tools, Advanced, Window, Help), a toolbar with various tools (Select, Comment & Markup, Send for Review, etc.), and a sidebar with navigation options (Bookmarks, Signatures, Pages, Attachment, Comments). The status bar at the bottom shows "1 of 1" pages.

Adobe Acrobat Professional - [healthgrades-sample-1.pdf]

File Edit View Document Comments Tools Advanced Window Help

Create PDF Comment & Markup Send for Review

Select 100% Help

Comments can be added to this PDF using the tools on the Commenting Toolbar. When finished adding comments to healthgrades-sample-1.pdf, click "Send Comments" to submit your comments to the requestor. [How To...](#)

Commenting

Note Tool Text Edits Stamp Tool Show Send Comments

Drawing Markups

Callout Tool Cloud Tool Arrow Tool Dimensioning Tool

Grade **NOT APPROVED**

"A reader recently e-mailed us, dissatisfied with the care she'd received as an inpatient. "I . . . wonder how I could have done more research to learn [about] problems at area hospitals," she wrote....

... One of the most ambitious annual assessments was issued last week by Health Grades, based in Lockwood, Colo. The company (www.healthgrades.com) named 229 hospitals nationwide as among the top 5 percent for clinical quality, based on mortality and complication rates involving 28 comm Medicare patients from 2001 through 2003.

The District's Sibley Memorial Hospital made Health Maryland suburbs, so did Montgomery General, Wa and Doctor's Community Hospital in Lanham. In Vir Inova Alexandria also made the top tier.

What are such ratings worth? Opinions differ. "The i differences . . . should not be ignored," Samantha Co

Inserted Text 07/03/2005 10:04:40 Options

agree that without adjusting for the case mix the hospitals that take the sickest patients will have the lowest ratings, regardless of the actual quality of care delivered.

8.27 x 11.69 in 1 of 1

Browser-based Review

Initiate an On-line Review: Step 1 of 4

Steps:

- ▶ Getting Started
- Uploading the PDF
- Invite Reviewers
- Send Invitation

Getting Started: Initiating an On-line Review

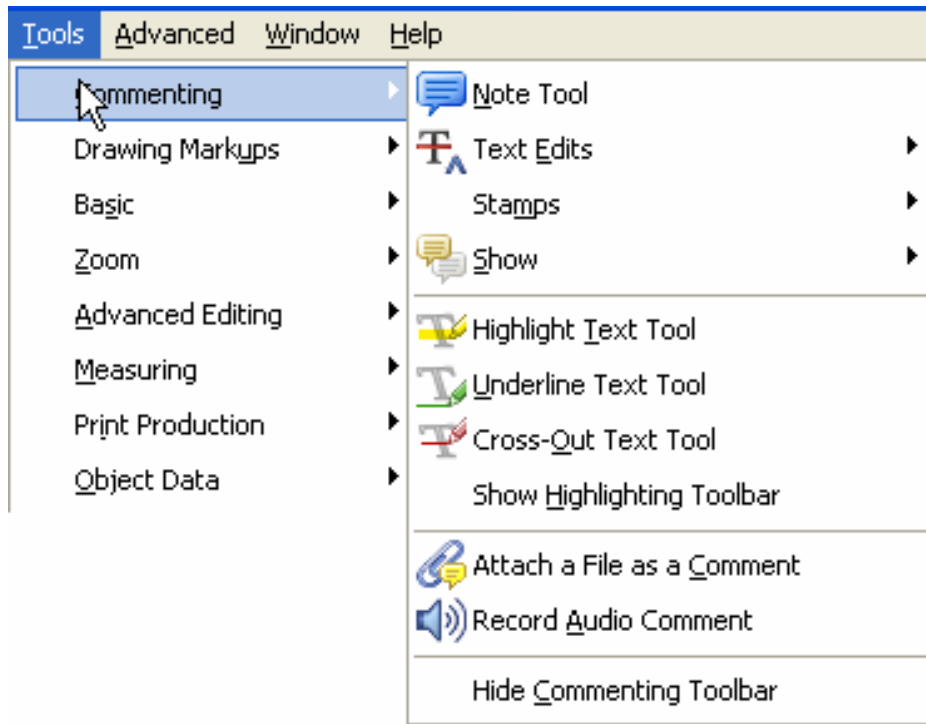
Acrobat 7.0 allows you to upload a PDF file and invite anyone with Acrobat 6.0 or later to review it.

Reviewers will be presented with tools which allow them to comment on the PDF and store them on-line.

Specify a PDF file to Upload for Browser-Based Review:

Acrobat-Proofreading.pdf

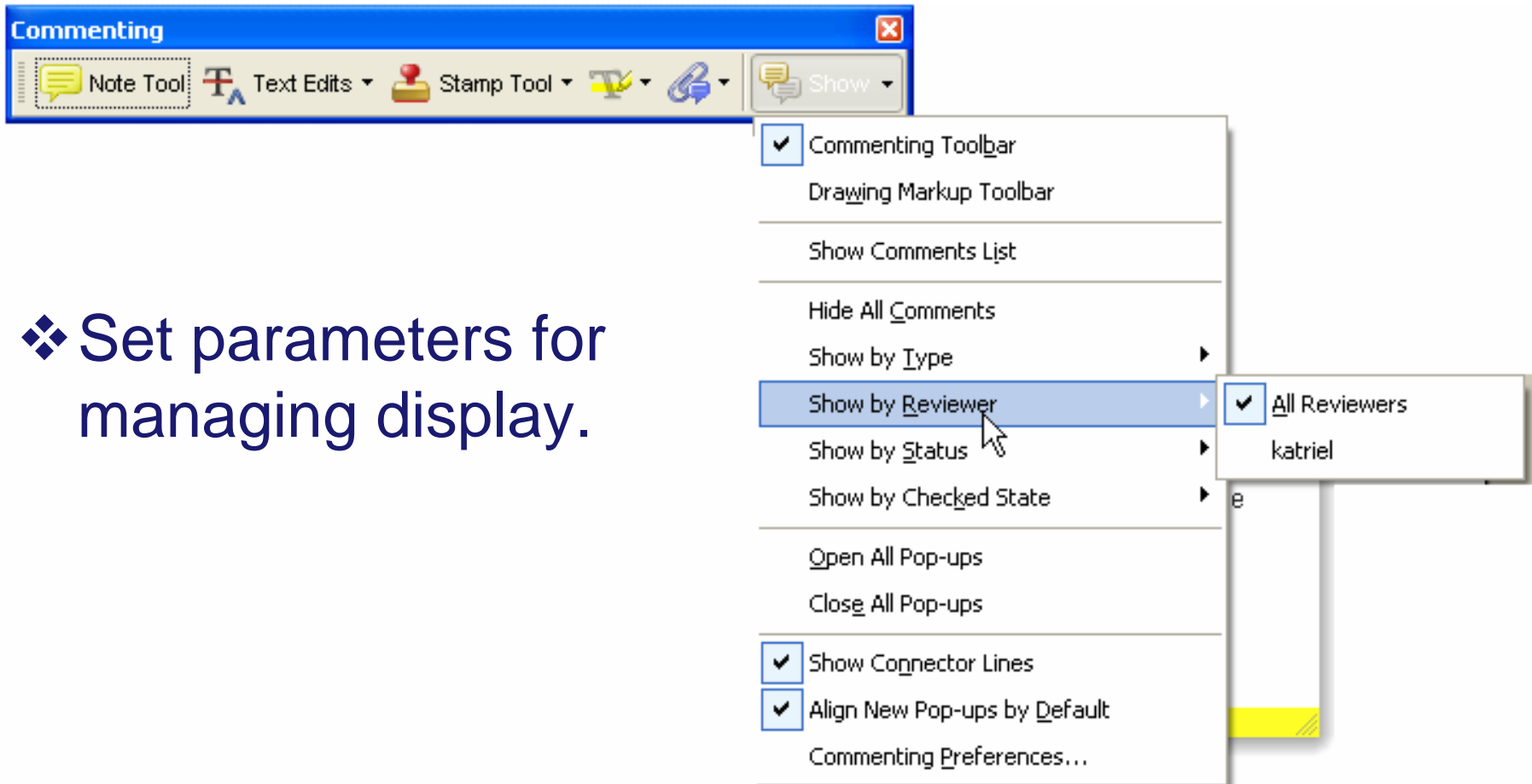
Improved Markup and Commenting



❖ Clearly indicates text edits.

Improved Markup and Commenting

❖ Set parameters for managing display.



The image shows a software interface with a 'Commenting' toolbar and an open context menu. The toolbar includes icons for 'Note Tool', 'Text Edits', 'Stamp Tool', and a 'Show' dropdown. The context menu is open, showing options for displaying comments. The 'Show by Reviewer' option is selected, and its sub-menu is also open, showing 'All Reviewers' and 'katriel' as options. Other menu items include 'Commenting Toolbar', 'Drawing Markup Toolbar', 'Show Comments List', 'Hide All Comments', 'Show by Type', 'Show by Status', 'Show by Checked State', 'Open All Pop-ups', 'Close All Pop-ups', 'Show Connector Lines', 'Align New Pop-ups by Default', and 'Commenting Preferences...'. The 'Note Tool' icon in the toolbar is highlighted with a dashed border.

- Commenting Toolbar
- Drawing Markup Toolbar
- Show Comments List
- Hide All Comments
- Show by Type
- Show by Reviewer
 - All Reviewers
 - katriel
- Show by Status
- Show by Checked State
- Open All Pop-ups
- Close All Pop-ups
- Show Connector Lines
- Align New Pop-ups by Default
- Commenting Preferences...

Sample Markup and Comments

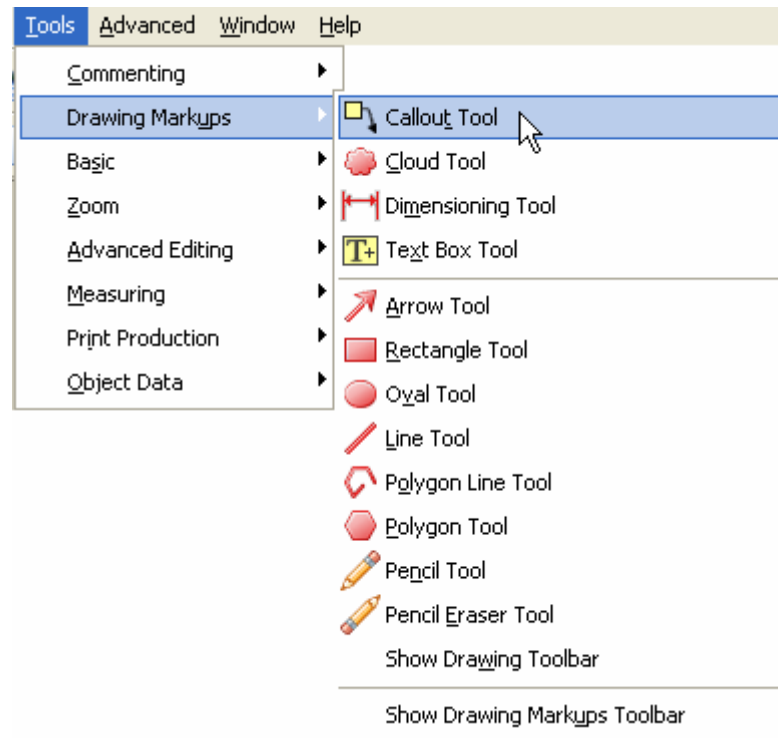
- ❖ Create
- ❖ Test with ~~Developers~~
- ❖ Measure Time Savings
- ❖ Report the Savings

just a text
box

Note
katriel 3/7/2005 2:03:10 AM Options

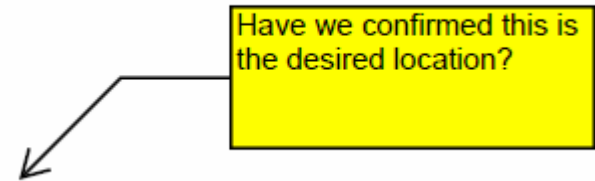
Note sure about the efficacy of the slide.

Improved Drawing Markup



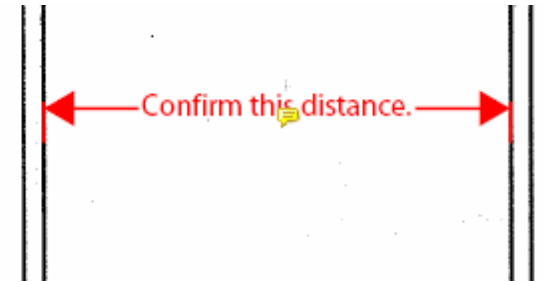
Sample: Callout Tool

- ❖ Use the Callout Tool to create a text box plus attached arrow that can point to a specific part of a drawing or document.

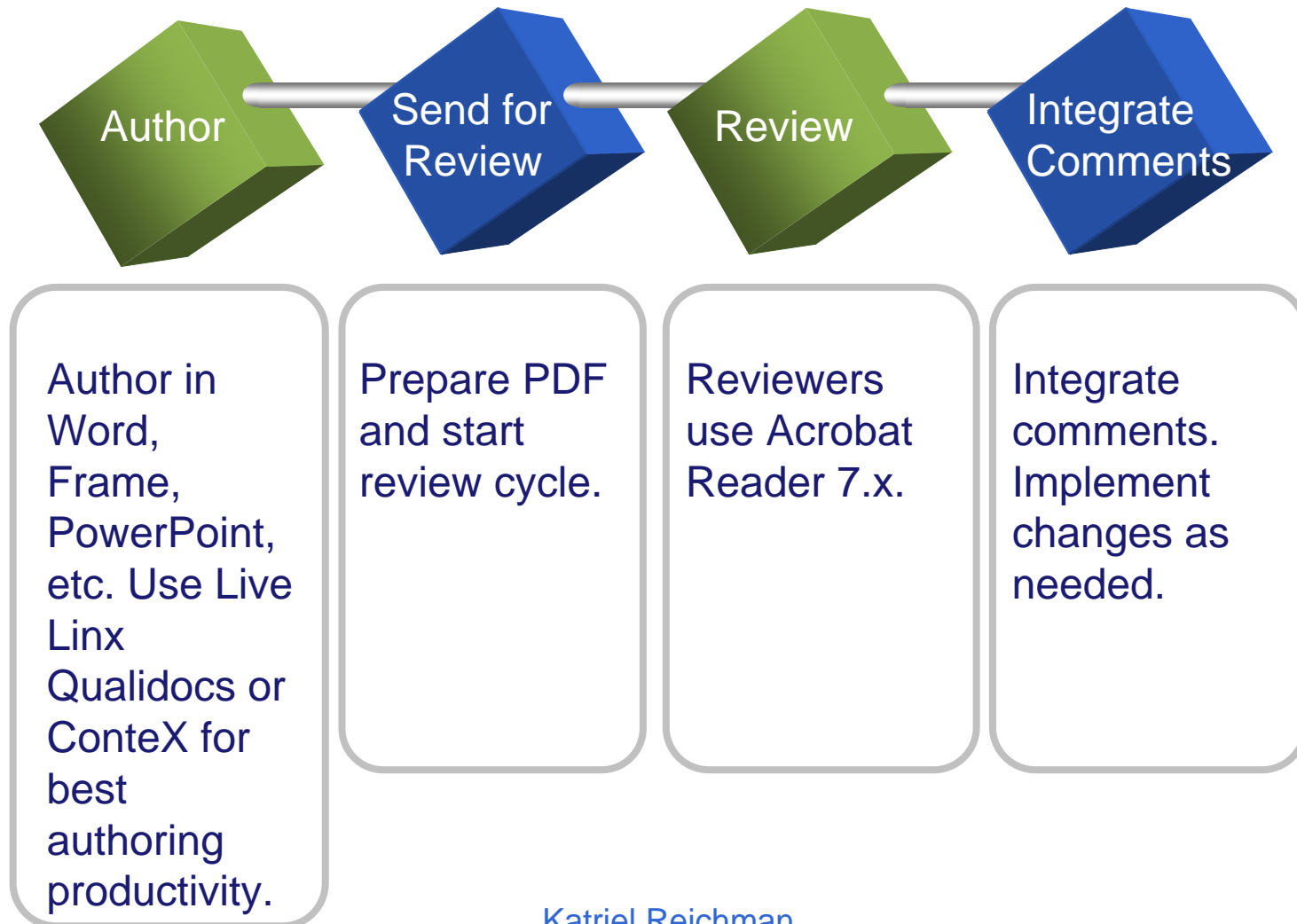


Sample: Dimensioning Tool

- ❖ Use the Dimensioning Tool to draw a line between points on a drawing.

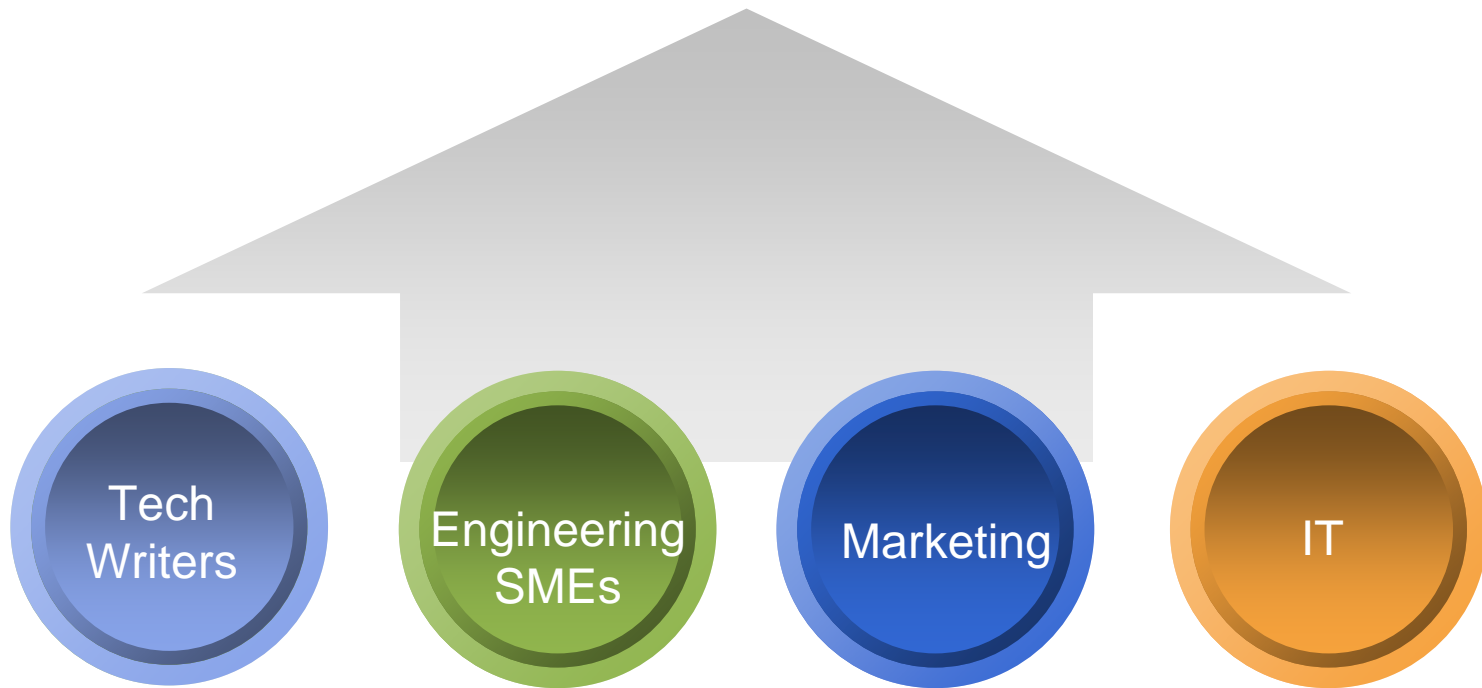


Steps to Success



Cost Factors: Who Wins, Who Pays

Who Pays for Proofreading?



Under Acrobat 7, all constituencies win.



Do It: 21st Century Proofreading

- ❖ **Create** PDF for proofing
- ❖ **Test** with developers, marketing, ...
- ❖ **Measure** time savings
- ❖ **Report** the savings
- ❖ **Prove** ROI
- ❖ **Implement** – brief training for reviewers.
- ❖ **Do it:**
 - If you need a great TW partner: www.livelinx.com
 - To buy Acrobat locally: www.livelinx.com
 - Acrobat training/support: info@methodm.com