

Creating a Digital Authorship

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The Internet has provided exciting new technologies for publishing journals more conveniently and more accessibly. However, these technologies are not without their price. As increasing numbers of editorial offices develop a fully digital workflow, more and more concerns and questions arise. This session focused on several major aspects of developing and implementing a digital workflow. Professionals with experience and skill presented information on pros and cons related to the digital endeavor.

Cara S Kaufman, a partner at the

Kaufman-Wills Group, presented a talk on vital and relevant information titled "Educating Authors and Reviewers about and Promoting Use of New Technology". Her presentation began with issues surrounding the technologies involved in creating a digital authorship. She discussed the options available for manuscript tracking systems and production tracking systems and the technology used for

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digital art and online content. Kaufman explained the drive for such a digital move in editorial offices, and some of the pitfalls. She also offered tips on how to make the transition successful via marketing the concept to your authors and managing and implementing the system effectively in your office.

Chris Lorenzo, who works in applications design at Cadmus Professional Communications, followed with "An Author's Primer for Creating Digital Images". Lorenzo began by explaining the different types of artwork used in digital submissions: continuous-tone art, line art, and prescreened art. He also gave very helpful tips on the best methods for digitiz-

ing images. He explained and demonstrated figure types and methods of creating digital files, including what type of file format to use, compression types, and color scales. And he presented information about the various acceptable software programs to use when creating digital artwork.

Kathy Schultz, managing editor of *Molecular Endocrinology*, and Mary Ann Searby, rapid review manager at Cadmus Professional Communications, discussed how to proceed with implementing digital authorship, "Ready or Not!" They both stressed the importance of getting the word out that your editorial office is going digital. Schultz and Searby had suggestions on preparing your staff, authors, reviewers, and editors for the change, emphasizing education and training on the technical level. They recommended anticipating your users' needs with regard to log-in problems, browser issues, and digital submission challenges. They also suggested having clear instructions for authors and readily available technical support. Schultz and Searby wrapped up by explaining why all this effort is worth it; economic benefits, review turnaround improvements, and worldwide access were among the reasons suggested for going digital.

As in any endeavor, it is necessary to know what you are getting into. The speakers at this forum provided authors, reviewers, and editors alike with valuable information to consider in the face of rapid technologic change. 🔥