SKS PUB20
Proofread content

Overview

This Standard is about ensuring that all content is accurate and consistent. It applies to proofreading all content, including text, tables, diagrams, images, bibliographies and indexes, as well as checking page make-up and cross-referencing; includes typeset, multimedia and interactive material including text, tables, diagrams, images, bibliographies, interactive media and multi-media depending on what is in the brief for the work. It is relevant to all content irrespective of the publication process.

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Performance criteria

You must be able to:

P1   Proofread all aspects of the work identified in the brief for the work you are carrying out

P2   Complete your work within the allocated number of days and timescale

P3   Read proofs or content to ensure accuracy of setting, spelling, grammar and punctuation, and to ensure internal consistency of content, design, structure, typography and layout

P4   Review content to ensure that all required metadata, navigation and hypertext links are present

P5   Read proofs or content to ensure that word breaks are appropriate

P6   Ensure that the house and project styles have been applied correctly and consistently

P7   Make alterations to content and layout clearly and accurately, using agreed conventions

P8   Check the consistency of references

P9   Ensure that alterations are practicable in terms of production processes, the budget and the schedule

P10   Notify appropriate individuals of implications of alterations to content, structure, navigation, typography or layout

P11   Take action to resolve issues affecting the schedule, content, structure, navigation, typography or layout

P12   Bring unresolved issues to the attention of appropriate individuals in a clear and concise way

P13   Clearly and accurately collate alterations using agreed conventions

P14   Ensure that collated alterations to content maintain internal consistency

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Knowledge and understanding

You need to know and understand:

K1 The nature and requirements of the market(s) for which the work is intended

K2 The schedule and budget for the job

K3 The boundaries of the proofreading role, and how to avoid copy-editing

K4 Common editorial problems encountered when proofreading, and how to overcome them

K5 The house style of the organisation and the specific editorial style of stylesheets or templates used for the project, including accessibility, usability, interactivity and meta data guidelines

K6 The design specification of the project and how to interpret it

K7 The typographic and page make-up conventions, and generic coding and/or tagging, markup and/or style conventions for content, and how to apply them

K8 How to proofread text, tables, diagrams, images, bibliographies and indexes, and check page make-up and cross-referencing; includes typeset, multimedia and interactive material

K9 The current British Standards proofreading marks, and how to apply them

K10 The conventions for proofreading page or content references, cross-references and bibliographies

K11 Spelling, grammar, punctuation and word breaks for the language in which you are proofreading

K12 The benefits and limitations of available editing software tools and how and when to use them

K13 The production process used to produce the proofs, and how to make alterations to suit it

K14 The publishing processes used to generate and maintain content, and when and how to make alterations or updates to this content

K15 How and when to amend or add metadata, and the metadata standard to be used

K16 What file management procedures and techniques are appropriate

K17 The editorial and design implications of alterations, and how to control them

K18 The cost and time implications of alterations, and how to control them

K19 How to communicate effectively with others

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