

A Syllabus for Creative Collaboration

Course Description

Element is a dynamic, creative resource that provides full-service editorial, design and production services to the educational publishing market with expertise in developing turn-key solutions for print and online products to meet our clients' needs.

Element is distinguished by delivering unsurpassed service to our customers. We are characterized by our ability to plan and implement the most effective solutions possible to help our clients overcome unique and unusual challenges. Our people are the key to our success and differentiate us in the marketplace.

Available Resources

To address the challenges which arise in bringing product to market, we engage and manage a pool of expert external resources in editorial, design, and composition to support our internal staff. These support resources allow us to perform effectively for workload volume, special skill requirements, and tight deadlines—while remaining competitive and efficient.

Philosophy

We have a great deal of experience in product conceptualization, prototype development, and content development which gives us insight into the entire creative process. At Element, we use this insight to integrate editorial, design, and production to provide the most effective and efficient service possible. This integration coupled with our state-of-the-art network and high-speed bandwidth allows Element to collaborate with your entire team in a traditional or an integrated workflow solution.

Location

Element is based in Orlando, Florida with additional offices in Illinois and New Jersey.

SERVICES:

- Project Management
- Editorial Management
- Product Conceptualization
- Content Development
- Graphic Design & Art Direction
- Art Management & Photo Research
- Photography
- Project Material Setup
- Production Layout and Composition
- Imaging
- Prepress
- Proofreading
- Quality Assurance
- Online Product Development

