



WoodWing in Media24 Magazines

Golden Rules
(For WoodWing Users)

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WoodWing Golden Rules

1. Background

As we roll WoodWing out we learn more and more about the product. For instance, certain actions can make WoodWing very slow and others speed it up – in some cases considerably. These learnings are tabled in the *Quick Wins* document.

In addition to the *Quick Wins*, the *Golden Rules* document contains learnings aimed specifically at the WoodWing users and the applications they use. These learnings are important and understanding them should be considered to be foundational to getting WoodWing to function effectively for each user.

2. Purpose of this document

This document provides you with important information about how to best use WoodWing to maximize your experience using the system and steer clear of avoidable frustration. It is in effect additional self-help to supplement your initial training, handholding and the *Quick Wins* document as mentioned. It is key that every system user be familiar with the contents herein.

The issues and recommendations described should become part of your work routine and it's a good idea to revisit this guide from time to time, as it's likely to change and grow.

This and other documents may be found on the *website* at <http://media24magswoodwingprogramme.yolasite.com/ref-material.php>

3. Abbreviations used in this document

Term	Abbreviation
WoodWing	WW
Content Station	CStn
InCopy	IC
InDesign	ID



4. WoodWing Golden Rules

A. Using WoodWing	
A.1	<p>Cabled vs. Wi-Fi Network Connection</p> <p>Rule: When working in the office, make sure your desktop computer's Wi-Fi connection is switched off and you are using a network cable for connectivity.</p> <p>Why: A network cable is more stable than a Wi-Fi connection and has greater capacity so will reduce issues relating to network connectivity. Also, if Wi-Fi is turned on while working with a wired connection, then you may experience speed and instability problems.</p> <p>How: Please refer to the <i>Turning Off Wireless</i> document on the <i>website</i>.</p>
A.2	<p>Maintaining WoodWing Users</p> <p>Rule: When a user joins or leaves a magazine's production team, complete the necessary WW documentation and attach this to an email to Helpdesk.</p> <p>Why: Any new WW user will need a user account to work in WW. Without this, he / she will simply not be able to work in WoodWing. In addition, adding and removing users from the WW user database keeps it current and accurate, and ensures the correct licensing costs are levied.</p>
A.3	<p>Re-installing a Desktop Computer</p> <p>Rule: If a new desktop computer needs to be introduced into a magazine's production environment, or if WoodWing software needs to be re-installed, send an email to Helpdesk asking the WW team to reload and configure the appropriate WW software.</p> <p>Why: Users need the correct software to work in WW.</p>
A.4	<p>Login Credentials</p> <p>Rule: Do not share your WW login credentials (username and password) with other users.</p> <p>Why: This breaches company IT security policy. Also, a second sign-on will terminate the first, meaning another user using your login will cause you to lose unsaved work.</p> <p>Note: If you need to log in on a different desktop computer, log off from the</p>



	<p>current one first. If not, again – you will log yourself off the first machine and lose any unsaved work.</p>
A.5	<p>Multiple Application Login</p> <p>Rule: As a rule, only log into one application (IC, ID or CStn) at a time.</p> <p>Why: Media24 has bought a fixed number of concurrent licenses and each open application uses one license. If the limit is reached, other users may be prevented from opening the application.</p>
A.6	<p>File-naming Convention</p> <p>Rule: For files other than layouts, use short, concise file names when saving objects not exceeding 63 characters and 24 characters for layouts. Also, it must not contain special characters such as @#\$\$%^&*. Lastly, use meaningful names rather than names such as “image1”.</p> <p>Why: WW (as most other applications) simply will not let you save an object if the file name doesn’t comply with these rules. Also, meaningful names will assist when trying to search for files.</p>
A.7	<p>Deleting WoodWing Objects</p> <p>Rule: When you need to get rid of a WW <i>object</i> such as an ID layout, you should change the object’s status to <i>Layout to Delete</i>.</p> <p>Why: If the status of a layout was set to <i>Layout to Delete</i>, is still accessible by the magazine’s <i>Super User</i>, as it is not deleted but placed in a deleted items folder. This means that if you have changed the status like suggested, it can still be retrieved. But if you have deleted something in error not using the status change, you will not be able to retrieve it.</p> <p>Note: If you “right-click” and then delete an object, only M24 WoodWing Support will be able to retrieve it. You will need to log a support ticket for this purpose.</p>
A.8	<p>Refresh your Inbox Often</p> <p>Rule: Refresh your CStn <i>Inbox</i> often.</p> <p>Why: The Inbox is not automatically refreshed or updated, which means it won’t reflect for instance updated tasks assigned to you.</p> <p>How: It can be done from two locations:</p> <ul style="list-style-type: none">▪ <i>Home</i> page: press <i>Cmd + R</i> on a MAC, or <i>Ctrl + R</i> on a PC.▪ <i>Search</i> page: select <i>Inbox</i> from the drop-down menu then click the <i>Refresh</i> icon from time to time.

A.9	<p>Publication Overview validity</p> <p>It is important to know that any specific layout in 'Publication Overview' is only updated when that layout is checked in.</p>
A.10	<p>Check-Out and Check-In</p> <p>Rule: In order to work on any object (layouts, images, text, etc.) using ID, IC or CStn, you must <i>check-out</i> the object. When you are finished working on it, make sure you <i>check-in</i> this object.</p> <p>Why: The <i>check-out</i> ensures: - the object remains <i>locked</i> for any other potential users; - all links inside the object are maintained; The <i>check-in</i> ensures: - the object becomes <i>un-locked</i> for other users; - an updated version of the object is created and available to other users.</p> <p>Note: Any other method of accessing objects or files may result in corruption, loss of content or loss of meta-data.</p>
A.11	<p>Leaving your Desktop Computer</p> <p>Rule: When leaving your desktop computer for a long time, it's critical to <i>Save</i> and <i>check-in</i> your work.</p> <p>Why: No one else will be able to work on that object until it is checked in. Also, after two hours of desktop inactivity, WW will automatically log you out <u>without saving your work & without checking it in</u>, which could result in losing unsaved work.</p>
A.12	<p>Using Abort Check-out</p> <p>Rule: Use the <i>Abort Check-out</i> option to 'revert' the layout back to its original state prior to the <i>check-out</i>. Everything will revert to a state as it was before the <i>check-out</i> – except that links that you broke, will remain broken.</p> <p>Why: Use this option if you want to cancel all the changes you've made or if you've made no changes.</p> <p>Note: The <i>Abort Check-out</i> option will simply <i>unlock</i> the checked-out file. If the link was broken and you need to re-link it, you can either relink it, or do an <i>Undo</i> (Apple Z on Mac or Ctrl Z on PC). An <i>Undo</i> reverts to a previous state - <i>including link reconnections</i>.</p>

A.13	<p>Print Presets</p> <p>Rule: Ensure your InDesign Print Presets (Graphics) are set to <i>Proxy</i> and not <i>All</i>.</p> <p>Why: If it is set to <i>All</i>, it will download high-resolution images and slow down the print process (to your local network printer).</p> <p>How: Go to Print >> Graphics >> Images and change it there if necessary.</p>
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B. InDesign	
B.1	<p>Layout Size</p> <p>Rule: Do not create oversized layouts, for instance one layout for an entire magazine or edition of say 40 pages. Rather create several smaller layouts.</p> <p>Why: Working with smaller layouts will improve working performance. It also reduces the risk should a file corrupt, in which case it will affect the particular layout and not the entire publication. Using multiple layouts also enables several people to work on parts of the magazine simultaneously. Also, the bigger the layout, typically the greater the number of links. And once you approach 50 links, performance deteriorates exponentially.</p>
B.2.	<p>Layout Naming Convention</p> <p>Rule: Follow the basic guidelines on naming layouts (below).</p> <p>Why: Failure to do so can result in file system errors when working either inside or outside of WW. Also, if a magazine is using MP, it could result in synchronization problems between WW and MP with no explicit error message indicating this.</p> <p>Basic guidelines on naming layouts:</p> <ul style="list-style-type: none"> - Use descriptive, short and concise file names when saving layouts. - Do not exceed 24 characters. - Do not use special characters such as @#\$\$%^&*.
B.3	<p>Using a Pre-flighter when working in InDesign</p> <p>Rule: Make sure that while you're working on a layout in ID, that you use the pre-flighters judiciously. Generally, have the <i>WoodWing</i> pre-flighter switched off and the <i>Basic</i> pre-flighter is switched on. Only have the <i>WoodWing</i> pre-flighter switched on just before you change the status to <i>Layout to PDF</i>.</p> <p>Why: Working with pre-flighters switched off is fastest option. Using the <i>Basic</i></p>

	<p>pre-flighter (which checks for overset text) will be slower and using the <i>WoodWing</i> pre-flighter (which checks for overset text, image resolution, fonts and missing links) will be the slowest of the 3 options.</p>
B.4	<p>Double-check InDesign links before sending layouts to PDF</p> <p>Rule: Make sure that before you change a layout status to <i>Layout to PDF</i>, all the links in the layout are pointing to elements (e.g. images) that have been uploaded into WW and not to elements outside of WW (e.g. an image on your desktop or local server). <i>Layout to PDF</i> should be used <u>only</u> when the layout is 100% ready to go to print.</p> <p>Why: If the layout links point to elements outside of WW, the PDF will not be created and will say <i>Missing link</i> in the comment field of Smart Connection.</p> <p>Finding & reading pre-flighter error messages: The actual message will appear in you InDesign application screen with a small red dot next to it.</p>
B.5	<p>Creating InDesign Templates</p> <p>Rule: Ensure all your InDesign templates have been created in CS5.5 format.</p> <p>Why: If not, the layout will take significantly longer to <i>check-in</i> and may get corrupted in the process.</p> <p>Note: If you want to use a layout that's in for instance CS4 format, create a new layout in CS5.5, copy the entire layout content from the CS4 layout, and paste in place on the CS5.5 layout. What you must not do is open the old CS4 layout and then "Save as New template".</p>
B.6	<p>Ensure your InDesign Colour Profiles are standardized</p> <p>Rule: Do not change your standardized InDesign colour profile.</p> <p>Why: All InDesign desktop computers have been set up with the same colour profiles. These are Adobe RGB (1998) – for RGB images, and FOGRA39 for CMYK images. Your colour profiles should be set to these only. If you change your colour profile, InDesign will perform a colour conversion using high-resolution images when you <i>check-out</i> a layout which slows down this process. If you keep the standardized colour profile, there will be no need for a colour conversion and no subsequent delay on <i>check-out</i>.</p> <p>How to check your InDesign colour profile settings: In InDesign, go to Edit > Colour Settings. This brings up a <i>Colour Settings</i> window; in the first block (Settings) it should read "Custom".</p>

	<p>In the second window (the 'Working Spaces' window) it should read:</p> <ul style="list-style-type: none"> - RGB: Adobe RGB (1998) - CMYK: Coated FOGRA39 (ISO 12647-2:2004) <p>Note: If you make this change to the standard settings – please ensure that no layouts are open when you do this.</p> <p>Note: It is best practice to also ensure that Photoshop has the same colour profile settings as InDesign, so that images that are retouched in Photoshop do not get converted to non-standard colour profiles.</p>
B.7	<p>Switching off Colour profiles in InDesign</p> <p>Rule: Do not switch off your color profile in InDesign.</p> <p>Why: It will cause a “colour shift” in the image in the layout, which will make the colours look different to what will ultimately print.</p>
B.8	<p>Automated Colour Conversion using <i>Hot Folders</i></p> <p>Rule: Ensure all production team members (including picture editors and researchers) use the <i>Hot Folders</i> provided for automated colour conversion of all images to the two Media24 standard colour profiles, before placing them into WoodWing.</p> <p>Why: If images that have non-standard colour profiles are used on layouts, then the checkout process can become extraordinarily low (as much as 100 times slower than normal).</p> <p>Note: The standard profiles used in Media24 Magazines are <i>Adobe RGB</i> for RGB images and <i>Fogra39</i> for CMYK images.</p> <p>How: In InDesign, click Edit >> Colour Settings to view the appropriate panel. Please also review the <i>Colour Profiles Process Overview</i> document which you can request this from the M24 Magazine support team by logging a call at helpdesk@media24.com.</p>
B.9	<p>Several Layouts Open at Once</p> <p>Rule: Do not have several InDesign layouts open at once.</p> <p>Why: It uses desktop resources and slows down your working process in InDesign and WoodWing. Also, other users cannot work on elements that are checked out.</p>

B.10	<p>Deep-etched Images by Retouchers</p> <p>Rule: Make sure that <i>deep etching</i> of images is done in Photoshop, and that all images are saved in the correct colour profile.</p> <p>Why: The deep etched file is much bigger than the TIFF file and therefore takes a long time to open and respond slowly when you're working on them.</p> <p>NB: (a) Make sure deep etches are done on Photoshop document layers. Previously they were done as two separate files – one original and one with only the deep-etched elements. This has resulted in the deep-etched file overwriting the original TIFF file when everything is checked back in and we have had to revert to recover the correct data. Using PSD layers means the designer can switch them on and off in InDesign and the original data can be kept on hidden layers. Keeping the element as one file makes it much simpler and means there is no need to relink files after the deep etch has been done. (b) Make sure all images are saved in the correct colour profile. This is to prevent InDesign having to convert the profiles, which obviously slows the app to a crawl when layouts have many images.</p>
B.11	<p>Creating Multiple PDF's for Multiple Editions</p> <p>Rule: If you have multiple editions, then create separate PDFs when changing status to <i>Layout to PDF</i> in editions – one for each edition.</p> <p>Why: Creating a PDF for multiple-selected editions can result in scrambled PDF's.</p> <p>How: Change the status to <i>Layout to PDF</i> with edition "A" selected, then repeat the process <i>Layout to PDF</i> with edition "B" selected.</p>

C. InCopy	
C.1	<p>Importing text elements into WoodWing</p> <p>Rule: When importing text into WW, the user should ensure that all style formatting is removed and stripped out.</p> <p>Why: The formatting embedded in the imported text can cause layout problems like formatting on other section of the document changing unexpectedly.</p> <p>How: Ensure that copy imported is either an IC document or has been saved in Rich Text (.rtf) or Text (.txt) format. For MS Word text, ensure that your InDesign text import setting is switched to "auto".</p>

D. Content Station	
D.1.	<p>Upload using ContentStation</p> <p>CStn provides two methods to upload a file into WW: a) via the <i>dossier</i>, and b) via the <i>Home</i> screen's upload page.</p> <p>Rule: If you upload files using CStn, <u>do this from within the <i>dossier</i></u> rather than from the <i>Home</i> screen.</p> <p>Why: If you upload from the <i>Home Page</i> it's easy to store the object being stored in the incorrect location. Then, when you look for it later, you may struggle to find it.</p>
D.2	<p>Double-click ID files in ContentStation</p> <p>Rule: Do not double-click ID files in Content Station; open the files only from within the ID application using the SmartConnection panel.</p> <p>Why: CStn was not designed to open these files and may not open them correctly (only the Professional version can do this).</p>

E. Images	
E.1	<p>Image File Size</p> <p>Rule: Work with the smallest possible image file size.</p> <p>Why: Images of 150 MB and more start to impact on production performance.</p> <p>How: Layout artists should clearly specify what is needed from the Retouchers, advising especially how images can be resized, cropped or retouched at lower resolution. For instance, if the layout artist knows a particular image will be used in the magazine as a postage stamp size, then ask the Retoucher to down-sample and not to keep it at A3 size.</p>

F. Media Planner	
F.1	<p>Working on a shared desktop computer</p> <p>Rule: Ensure that you use both your own Media24 ZA account login (i.e. your login into the Media24 environment) and the MP login when working on a</p>

	<p>shared desktop.</p> <p>Why: The Media24 ZA and MP accounts have to align for MP to open. On desktop computers where more than one person uses MP, the user would not be able to open MP without being logged in to Media24 first.</p>
F.2	<p>Changing the Publication Date after a MP plan has begun</p> <p>Rule: If you have to change the publication date after starting the plan in MP, you will have to create a new plan.</p> <p>Why: MP will not allow you to change the publication date of the WW issue after you have started the plan in MP. This is because the adverts are linked to the previous publication date and would not appear in the <i>newly</i> dated publication. This means you will not be able to place adverts.</p>

G. PDF Creation	
G.1	<p>Diagnosing PDF errors</p> <p>Rule: When getting errors while creating a PDF from a layout, first check the comments field in SmartConnection. If that does not provide the information you need, create a detailed PDF report.</p> <p>Why: This is the quickest way to locate a problem in your layout.</p> <p>How: Change the layout status to <i>PDF Error Report</i>. Then find the detailed PDF error report in the magazine's Error Log folder inside the PDF store (WW error directory).</p>
G.2	<p>Creating Epson proofs</p> <p>Rule: In order to print an Epson proof, follow the instructions below.</p> <p>Instructions:</p> <ol style="list-style-type: none"> 1 – Change the status of the layout to <i>Layout to PDF</i>. 2 – The high-resolution PDF will appear in the PDF store. 3 – Drop the required PDF into the Epson Hot-folder to print the Epson proof.

H. Fonts	
H.1	<p>Management of Fonts</p> <p>Rule: Do not load any new fonts on your desktop computer without first having these fonts loaded on the InDesign server.</p> <p>Why: It has a huge impact on PDF creation on the server. New fonts must be loaded on the InDesign server first, then on user desktop computers in a coordinated and controlled process. If you use a font that is not on the server, it will not appear on your PDF and you will get a PDF error indicating that a font is missing from the InDesign server.</p> <p>How: Follow the steps as laid out in the <i>Process for adding fonts - with Consequences</i> document which can be found on the Media24 Magazines WoodWing website – http://bit.ly/WqQN3m</p>
H.2	<p>Using Fonts</p> <p>Rule: Use only the agreed-upon open type fonts for your magazine; do not use true type Office or system fonts on layouts.</p> <p>Why: The ID server only uses fonts that have been checked to be legal and subsequently loaded onto it. If you use other fonts in your layout, the server will not be able to create a PDF because these fonts will be missing from the server.</p>
H.3	<p>Once-off Fonts</p> <p>Rule: If you have to use a font that is not <i>open type</i> and not part of the agreed-upon fonts list per magazine, convert the font to <i>outlines</i> before changing the status to <i>Layout to PDF</i>.</p> <p>Why: If this is not done, then PDF will not be created and a 'missing font' error message will appear in the <i>Comment</i> field in SmartConnection.</p>
H.4	<p>Error message: Missing font</p> <p>Rule: If the InDesign server returns an error message that a font is missing in the layout when sent to PDF, but no pink colour coding appears on the layout, then make sure the missing font is not in an empty textbox.</p> <p>Why: Sometimes the missing font relates not just to text, but also to <u>textboxes</u>.</p> <p>Note: The users must make sure the default font for a new textbox in ID, is set to any open type font that appears on the agreed-upon list for the magazine.</p>



I. Other

I.1 Insite

Rule: Do not use Insite to copy PDFs to the factory – use it only for signing off PDFs.

Why: If you bypass the WW process for creating PDFs for the factory, a low-resolution PDF will not be created for the archives. The magazine's PDF archives will therefore be incomplete.

Note: Use the Distribution Manager hot folders to copy PDF's to the factory.

Notice to the user

The author of this document has used his best efforts in preparing this manual by combining input from various sources. It is important to notice that this document will adapt to a changing production environment and grow with new learnings. The best practice will be to always refer to the latest version of this document as can be found on the Media24 Magazines WoodWing website – <http://bit.ly/WqQN3m>.