

## Parenting in Picture development process

1. SC develops PIP brief and sends it to the content team. Include image descriptions and captions – SC can provide rough sketches to accompany image descriptions if desired. Caption text is longer at this stage than it will be in the final version to give the illustrator more detail/background.
2. SC applies the team's suggestions and edits.
3. SC sends PIP brief for SME or QA review – experts agreed in consultation with CM.
4. SC applies SME/QA edits.
5. SC sends final PIP brief to ME. ME adds further details as needed as engages illustrator.
6. Illustrator sends rough B&W pencil images to ME. ME checks and sends to SC.
7. SC checks B&W pencils and writes final captions. SC sends B&Ws and captions to CM, then to SME or QA, including SC and CM's suggested amendments.
8. If no edits to images are required, go to Step 11. If edits are required, SC sends details to ME if required. ME checks there is enough detail for the illustrator and liaises with SC for more detail if needed. ME passes feedback to the illustrator.
9. Illustrator makes changes and sends second B&W pencils to ME. ME checks and sends to SC.
10. SC checks the amendments have all been made, any queries to CM. If there is an issue SC informs ME who will liaise with the illustrator.
11. SC sends B&W pencils and captions to SAB review.
12. When SAB sign off is received, ME requests the illustrator create the final colour versions. ME sends final images to SC and WP.
13. Colour versions and captions go to WO.
14. SC uploads PIP text and pushes into workflow.
15. WP uploads PIP images and creates downloadable PIP.
16. Asset completes usual CMS steps to publish.