PAPERCUT'S

annual report

GUIDE

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Third Edition, 2017

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Graphic Design

Contents

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Report content

Editing

The annual report is arguably the most important document a department publishes. It is vital that it is clear, accurate and readable, and that it adheres to financial regulations. A professional editor will ensure that the text for your annual report is ready for the designer to lay out.

A fresh eye is invaluable. Some designers have an in-house editing service, or can recommend an editor if you need help. Make sure you allow enough time for the editing process if you aren't doing this task yourself.

Track changes should be accepted and dealt with before supplying text to your designer.

There are three main elements to an editors job:

Content editing *(aka developmental, substantive, or structural editing; revising; rewriting)*

- Revising or moving entire paragraphs or sentences.
- Adding new material to fill in gaps and deleting original material that doesn't work.
- Re-organising and restructuring content to improve flow and clarity.

Copy editing *(aka line, mechanical, or stylistic editing)*

- Correcting spelling, grammar, punctuation, and mechanics.
- Checking that the content follows the appropriate style guide or internal style sheet.
- Verifying facts and ensuring consistency.
- Clarifying meaning and improving readability by changing word choices and sentence structure.

Proofreading

- Reading the final copy of the report to check for errors.
- Ensuring that all changes have been incorporated and that no errors have slipped in during the editing process.

→ Some editors use double spaces throughout the text. Designers remove them when typesetting.

→ Designers love it when the editor has applied MS style sheets to the Word file.

→ A thoroughly edited report will save money in author revisions after the layout has been done.