



APTARA

Design and Art Management:

- Creative direction and concepting
- Schedule and process management
- Fiscal management
- Rights and permissions management

Design

- Layout and design K-12, higher-ed, children's, trade, and professional publications
- Prototype
- Development
- Photoshop



Illustration

- Creative art
- Spot art
- Technical art charts, graphs, maps, infographics, medical, science, scenes, characters



Image Management and Permissions

- Art buying
- Photo research
- Text assessment

Digital Development

- Storyboarding
- CGI / Animation
- Photo, video, sound
- Audio editing and synchronization
- Research and permissions
- Conversion of print to digital

Digital Products

- Apps
- Interactive eBooks
- Digital companions to print
- Game-based books

Creative Production for New Media

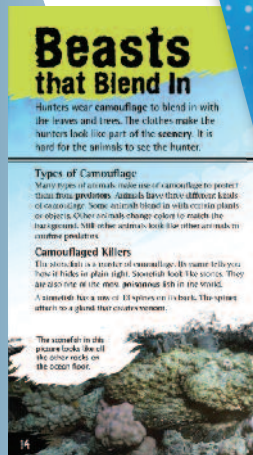
Full-Service Art, Design and Digital

Aptara specializes in educational and instructional product design for new digital media—while supporting print production.

For 25 years, publishers including McGraw-Hill, Pearson, Random House and Candlewick Press have relied on

Aptara's full-service creative design and production expertise for innovative, engaging and highly interactive new titles.

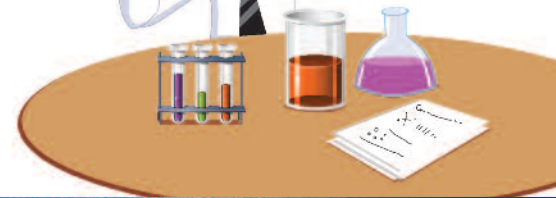
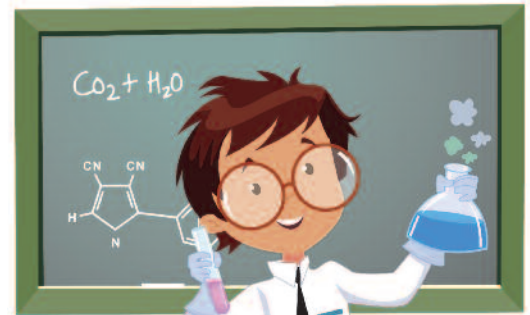
Market-specific design teams support the entire content lifecycle for print and digital: creation, design, enrichment, and product development.





Aptara's Creative Services Studio employs over 400 illustrators, 3D animators, GUI designers, developmental editors, discipline-specific instructional designers. The eBooks and Apps Team includes over 500 content technologists, HTML5 experts, and mobile developers.

Customers benefit from Aptara's highly collaborative approach, wide variety of illustration styles, custom design, the latest in mobile production technology, and significantly shorter turn-around times from concept to deliverable.



- United States
- United Kingdom
- Australia
- India



Locations

APTARA

March 2013