

TRANSCRIPT

The Tech Editing Process

Once you have sent in your final pattern, for us, all of it, that's where things really speed up on our end.

The first thing that we do is, we send your pattern and materials in to our tech editors. For our collections, we use two different tech editors. That's because we have so many patterns going on at once that it's really better to have two sets of eyes as opposed to one set of eyes check out the pattern.

The reason why we go through such a detailed tech editing process is, one, not only just to fix any math errors or anything like that, but its to make sure that all of the patterns are really consistent. And our tech editors do an amazing job at that. This process is really important that you are available to be able to answer questions or to be able to make repairs to the pattern that they might find, that might be just too intensive for them.

So our tech editors have two goals. Their first goal is to make sure that we have as an error free pattern as possible. Their second goal is to keep their cost as possible for us. So if they see something within a pattern that's gonna take longer than 15 or 20 minutes for them to fix, they're gonna send it back to you and say, hey can you double check all of this math for the armhole shaping, we think that it needs to be looked at.

It's really important that you are mindful of that time and are able to answer questions. So when we send you that acceptance letter, that's one of the first things we double check. That are you gonna be okay communicating rather quickly with our tech editors throughout this process. And they don't email you that much. Just enough to be able to get things back in line. They may have you redo some of your charts if they found those to be a little out of place. Just because if you have a different chart maker than they have, they can't make all of the fixes for you.

Our tech editors, they also have a goal of making sure that your voice still stays within the pattern. While they're going through, and checking all the math, and all of the numbers, and making sure that it all works, they're also looking at clarity and readability, but without changing your voice as the designer. The more you communicate with them, the more they're able to really keep that all in place for the design.

Communication is really, really key, but there's one other thing I want you to take away from this process with the tech editors and that is even if you do get a pattern back from the tech editor that has a lot of red marks, it doesn't mean you're a bad pattern writer. It just means that they're really good at fixing all of the woes. Their job is to make us look really, really good. I just want you to be able to go into the tech editing process with that in the back of your head. That you are not bad at what you do. You are not a bad pattern writer. Their job is just to help make you look even more amazing than you already are. So keep that in the back of your mind.

Once we go through tech editing, we typically go through, our collections go through two major tech edits right at the beginning. Our individual monthly patterns go through one major tech edit. From there, the pattern goes to layout. That's where everything is all finalized and cleaned up. We make sure all of the images are the high resolution they're supposed to be. The sample's over here going through photographing with our models or mannequins, if you're an individual monthly pattern designer. After layout, it goes through another tech edit

review. So it's all in a PDF form, so it goes back to the tech editor for one more look. Then it comes back to me for another look.

Then the final pattern, not often will the photos be ready yet, but the final PDF pattern will go back to you for one last look. This is your last chance to give it that one, really thorough read through, to make sure we haven't caught anything. Because it doesn't matter how many people look at a pattern, something will always slip through. Whether it's in layout, they forgot to change, you know, it has the wrong name on one page, or maybe there's a letter missing in your social media handles, or we should include an extra abbreviation, or whatever it is. Really give it a read through and then you'll send it back to me. From there it goes back to me for one more review.

Then it goes to our founder, Felicia Lo, for a final editorial review. Then it moves forward so that we could write all of our marketing, and our copy, and romance, and look books, and retail guides. It all goes forward from there. Then we plug in photos where they're supposed to be plugged in. And then it's almost launch time.

Usually right before launch, we'll send out the final patterns to everyone. We'll send you the look book. We'll send you links to where we're featuring it on our website. We will send you the Ravelry page. We try to send you as much information so that you, as the designer, will be able to promote the pattern on your end as well. It seems really like a short list, but literally take nine months to do all of these things. And nine months is still squeezing it in there. So it's a lot going on in the background.

And then we launch.