

KIA SERIES

OVERVIEW

We partnered with the client to develop the Know-It-All series – a set of engaging, informative, and visually rich books designed to provide practical knowledge for readers. One of the titles in the series, *Keeping Chickens*, required transforming the subject matter (raising backyard chickens) into an accessible, well-structured publication that combined accurate content, carefully selected visuals, and effective page design.

Our involvement covered the complete editorial and visual development process, including content creation, fact-checking, editing, quality control, caption writing, image research, and layout design. The objective was to create a reliable and engaging resource that delivered practical information while ensuring that every element—from written content and imagery to final page composition—was accurate, relevant, and aligned with the intended audience.



Content Solutions

Content creation & editing



Fact Checking

Accuracy & credibility



Image Research

Stock image sourcing



Layout Design

Reader-friendly pages

THE CHALLENGE

The project required managing both editorial depth and visual accuracy across a subject area where practical guidance, cultural context, and real-world applicability were essential. Key challenges included:

- Developing clear, structured, and reader-friendly content from complex subject information
- Conducting detailed fact-checking to verify information and maintain editorial reliability
- Sourcing a wide range of stock images that accurately represented the subject matter while considering cultural differences, regional practices, and reader expectations
- Creating illustrations and other visual elements for specific scenarios where stock availability was limited
- Creating informative captions that added context and complemented the visuals

- Designing layouts that balanced practical information, imagery, captions, and instructional elements for maximum readability
- Maintaining consistency in tone, style, visual treatment, and page structure throughout the publication

OUR APPROACH

To deliver a high-quality book, we followed a structured editorial and production workflow involving writers, editors, researchers, image specialists, and design teams. Our approach focused on accuracy, accessibility, strong visual storytelling, and seamless integration of all publishing elements.

CONTENT DEVELOPMENT

We developed and refined content to ensure it was informative, engaging, and suitable for the target audience. The process included:

- Created structured content that guided readers through key concepts in a logical progression
- Transformed technical information into clear, practical explanations
- Ensured content was easy to understand while retaining essential details and accuracy
- Conducted extensive fact-checking to verify information and maintain credibility
- Edited content for consistency, readability, tone, and overall flow
- Performed editorial quality checks to ensure accuracy and publication readiness

IMAGE RESEARCH & VISUAL STRATEGY

Given the practical nature of the series, imagery played an important role in supporting reader understanding. The process included:

Conducted detailed image research to identify visuals that supported the content

Sourced high-quality images from stock websites and other client-approved repositories while considering editorial requirements

Carefully reviewed images to ensure they reflected appropriate techniques, settings, and strengthened the accompanying content

CAPTION DEVELOPMENT

Captions were added to images to provide additional context and improve reader engagement. The process included:

- Created informative captions that complemented and expanded on the visuals
- Ensured captions were accurate, concise, and aligned with the editorial tone
- Maintained consistency in caption style and structure throughout the publication

LAYOUT DESIGN & TYPESETTING

The layout process focused on transforming editorial content and visual assets into an engaging, easy-to-navigate reading experience. The process included:

- Developed page structures that effectively balanced text, images, captions, and supporting design elements
- Created layouts that supported practical learning by presenting information in a clear and accessible format
- Established consistent typographic hierarchy to guide readers through headings, instructions, captions, and supporting information
- Designed visually varied pages while maintaining consistency across the publication
- Ensured images were positioned strategically to enhance understanding and complement the written content
- Incorporated design elements such as callouts, highlighted information, and visual breaks to improve readability
- Refined layouts through quality checks to ensure alignment, spacing, and overall page balance
- Prepared polished pages that met professional publishing standards

CONTENT–VISUAL INTEGRATION

A key focus throughout the project was creating a seamless relationship between editorial content, imagery, and page design. The process included:

- Matched visuals closely with relevant sections to reinforce understanding
- Ensured images supported rather than duplicated the written information
- Integrated captions, images, and text elements to create cohesive spreads
- Created a balanced reading experience where text, imagery, and design worked together effectively

QUALITY ASSURANCE

A comprehensive review process was followed to maintain publishing standards. The process included:

- Conducted editorial quality checks across all content sections
- Reviewed factual accuracy, consistency, and readability
- Verified captions and image selections for relevance and accuracy
- Reviewed final layouts for design consistency, alignment, and readability
- Ensured all editorial, visual, and design elements aligned with the publication objectives

OUTCOME

The final publication successfully combined reliable information, accessible writing, authentic visual storytelling, and effective design. Through a structured editorial and production process, the KIA series was transformed into an engaging and practical resource, with every element—from content development and imagery to final layouts—carefully considered to provide readers with a clear, informative, and valuable experience.