SELF-PUBLISHING

WORKSHOP SEMINAR

Sponsored by Invisible Cities Network

DURATION
10.00 a.m. - 4.00 p.m.

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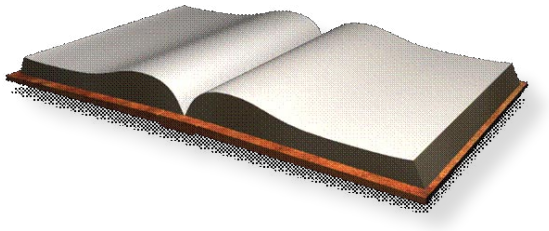


SELF-PUBLISHING WORKBOOK

Table of Contents

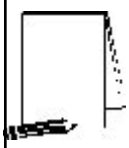
OBJECTIVES:

- To network with course participants, colleagues
- To formulate a clear idea of one's personal book format
- To gain a basic understanding of the technical requirements and bureaucratic procedures involved in book production

Schedule of Topics to be covered

- Title Page: (business copyright page) **Page 3**
- Table of Contents, **Page 5, 6, 7**
- Introductions, **Questionnaire, Page 8**
  (please return completed questionnaire)
- **7 reasons for self-publishing**, **Page 9**
- Discussion in pairs: Important considerations,
  Is self-publishing for you? Page 10, 11
- **Book Genre:** Initial concept and preparation (How do you get started?)
- **Identity, trade logos** (Do you need one? How do you go about it?)
- **Industry standard (DTP) Desk Top Publishing software**
- **Book Design cover pages, Page 12, 13, 14**
- **Principles of design**: **contrast, repetition, alignment, proximity, balance. Page 15.** Interior page design, running heads, fonts, serif and sans serif fonts, display fonts, point size, leading, paragraph indent, adequate space between paragraphs, levels of headings and subtitles, line length, adequate margin spacing, "white space," calculation for spine width, imposition of pages, crop marks, register marks, thumbnail sketches, signatures, dummy mock-ups

- **Sample book covers, Page 16, 17**
- **Font styles Page 18, 19**
- **Some essential definitions of typography, Page 20**
- **Type and quality of paper**: Opacity, brightness, thickness/weight, finish, gloss or matte finish (Samples available to examine) **Page 21**
- **How to handle various types of illustrations,** spot colour, line art, full-colour, black and white photographs, continuous tone (non-digital photograph), half-tone, monotone, duotone, tritone, pantones, four-colour separations, resolution of images; image formats: eps, tiff, jpeg, gif;) Use loupe to examine screen dots, pixels; poor quality often due to pixelation of images
- **Methods of book binding:** saddle-stitch; perfect binding; wire/plastic spiral binding, case-binding (or hardcover), wire-binding enfolded by outside spine
- **Pitfalls of the printing process, Printerphobia, by Christina Manolescu:** Include written clause in work contract stating what compensatory measures would be taken if the quality of your print production is unsatisfactory. Define tolerance of error: 5 -10% of total print run? Typical print runs, over runs, composing printer specifications, dealing with printers, **Page 22, 23**
- **How to control your print job, Print Secifications, Page 24, 25, 26, 27**
- Using blank template of book cover and questions from **Specifications for your Book Design**, discuss and try to visualize your final book format; fill in as much provisional information as you can; examine commercially published books for ideas. Brainstorming session. **Page 28, 29**
- **Suggested Book Cover Design Format, Page 30**
- Finding a suitable printer and/or service bureau: **See Professional Resources for Publishing** for recommended printers/service bureau, **Page 31**
- **Audiotape and CD production, Seek and you shall find: *The real-life adventures of an audio book publisher,* by Christina Manolescu, Page 32, 33, 34;** where to find templates to design CDs, fold-out leaflets, inserts. See demonstration samples of templates
- **Personal or commercial book distribution** (Consignment to bookstores, personal representation directly to customer, i.e. teachers, schools; commercial distribution; sales to libraries, mail order; promotion at fairs and events, obtaining publicity from the media) Case studies**:** **Mackay Smith; Leila Peltosaari**



- **The Self-Publishing Adventures of Leila Albala Peltosaari, Page 35, 36, 37, 38.**
- **Five pillars of self-publishing, Page 39**
- **Survey on self-publishing, conducted by INVISIBLE CITIES NETWORK, Fall, 2010, Page 40, 41, 42, 43, 44**
- **Some Author Publishers near you, Page 45**
- **Definitions of editorial skills, Editors' Associaton of Canada, Page 46**
- **Acquisition of ISBNs:** Free to publishers. Application Form for CISS, **Page 47, 48, 49, 50**
- **Barcodes:** Do you need one? Various formats, film and digital.
- **Cataloguing in Publication (CIP)** disseminates pre-publication information about your book to booksellers, librarians and wholesalers. Free service to publishers**.** CIP Application Form for Trade Publishers, **Page 51, 52, 53, 55, 55, 56, 57, 58, 59, 60. 61**
- **Legal Deposit to Library and Archives Canada**, Dépôt Légal, Bibliothèque national du Québec, **Page 62, 63, 64, 65**
- **Bowker** (Publishes the definitive global list of books in print. Provides free listing to publishers who can monitor and update their entries in the Bowker Books-in-Print directory through Bowkerlink, a Publisher Access System) **Page 66**
- **Independent Publishers Association, Page 67**
- **Getting Ready for the Small Press Fair, Page 68, 69, 70, 71**
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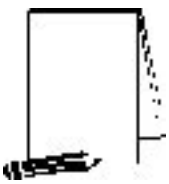
- **Writers and Self-Publishers Network: Invisible Cities: Who are we? Page 75**
- **List of Montreal area libraries, Page 76**
- **Where to get your book reviewed, Virtual book tours, ICN Blog Directory, Page 77**
- **Author platform, Web page, Paypal link, Media kit/Press release, Book launch/books on consignment Page 78, 79**
- **Recap: Ten Steps: a road map to Self-publishing, Page 80, 81, 82, 83**
- **Testimonials, Page 84**
- **Student Notes, Page 85, 86, 87**



Self-Publishing Seminar

Questionnaire for participants

Please indicate personal details to remain confidential, if preferred

1. Name: ……
2. Address: ……
3. Telephone Number: ……..
4. Email address: ……..
5. Interest/Involvement in publishing?……
   …….....
   .....
6. Published or self-published work, fiction, poetry, editorial, graphic design or illustration?
   …….
   …….....

7. Is/Are there any particular project(s) in progress? .....

8. Experience of typography…….....

9. Experience in page layout and page design? .....
   .....

10. Experience in graphic design? ……
    ……...
    .....

11. Experience in book or magazine production? ……
    …….....

12. Experience in book or magazine distribution/sales? .....
    .....
    .....

13. Experience in desktop publishing software: Please circle:

    Wordperfect, Microsoft Word, Microsoft Publisher, Ventura Publisher, Corel Draw, Photoshop, Illustrator, Freehand, Adobe Indesign, Adobe Pagemaker, Adobe Framemaker, QuarkXpress, Other? …….....
    .....

14. What is your **particular** focus of interest, today, within the publishing process? Please indicate 2 or 3 elements of most importance to you today.

Writing and editorial, typography, graphic design, book illustration, book cover and page design/makeup, various type/grades of paper, technical preparation of manuscript for printer, bureaucratic process, distribution, sales, networking with colleagues.