mangotree media

How to effectively manage a book *design* process.
A guide to self publishing with your Designer

The Basic Steps to *Design* Success For Your Self Published Book.

So you have poured your heart and soul into writing an amazing book and now you're ready to get it made into something that looks professional and stands out on the bookshelf. Great!

The best way to do this, is to find an artistic designer that understands book publishing.

Here are the basic steps toward book design success!

1. Prepare and Organise.

As in most complex tasks in life, the more organised you can be with your book design, the smoother the process will run. Here's a breakdown of things to prepare.

Write the book
I know, obvious right! Having your book to completion stage is a very good start and then...

Edit and organise the copy
It's best to have your book already edited and proof read BEFORE it goes to the design stage, this will save you money and time. For example: If you are writing a cookbook, you could have all recipes tested, all measurements and spelling mistakes edited and all recipe pictures filed and named correctly.

Research other books/genres and collate
Time to enjoy and get creative. Before contacting your designer it's great to have a rough idea of what's out there already and how your book will fit into the market you are looking to sell within. You can do this by the following:

- Go to the book shop and note the books that really stand out to you. Look within your genre.
- Look online for examples of great book covers, layouts or even general imagery and typography. A great way to collate your ideas is by using pinterest and creating a board or collating links and imagery in a word document to later brief your designer.
- Note things like use of color, imagery, typography, white space, book dimension, style (is your book contemporary, fairy tale like, image based, heavy on text? etc)

2. Find your Designer

- **Have a Brief idea ready**

Even before you contact your designer its a pretty good idea to know your product (step1). You can also complete the questionnaire in this document for guidance.

- **Find a designer, contact them and share your ideas**

Search online or ask other writer's who they have partnered with in terms of design. There are a lot of varied services out there and recommendations certainly help. Search the designers portfolio online and see if there style matches yours! Contact them and discuss, you'll get a pretty good impression if they are the right ones to work with!

- **Have a deadline in mind!**

Nothing hinders a design process more than a/ not having your copy prepared and b/ underestimating the time it will take to complete your project for your projected distribution deadline.
See design timeline on the next page for a rough guide to how long the design process will take.

3. Plan

- **Review Deadline and timeline (next page)**

Review the timeline example on the next page and decide on a start date, its usually best to allow a few more weeks or more if you haven't got everything prepared yet. Its also a good idea to establish a relationship with a designer well before the start date, a good designer will usually need to be booked in advance!

- **Have a good editor and proof readers on your side!**

It's crucial to have a great editor and proof readers on hand, in the end this will save you money!

4. Let's go!

- **Stay organised and communicate during the process**

To manage the self publishing timeline well you will need to stay in check and keep communicating with your designer. If you don't like something, especially in the initial stages of briefing and concept design, don't be afraid to say, this will help steer the design process to your liking. Also, trust that your designer, they will have an eye for detail and an understanding of what generally works and what doesn't.

- **Find a good printer and get ready for print**

Ask your designer or other writer's who they use, contact them and get quotes, start this ball rolling early!

The Elements of Book Cover Design.

If you're really serious about getting interest from publishers or standing out on the book shelf you ABSOLUTELY need to spend time on the book cover!

Find a designer who can convert your well written story into an eye catching visual!

The Book cover is the first glance, and often the only chance, for your book to be noticed by potential 'career boosting' buyers.

How to work with and brief a graphic designer on your Book Cover:

A Graphic Designer can only come up with a great product if they are given a comprehensive brief, so make sure you do some research beforehand.

1. Look at as many book covers as you can online, there's plethora of information out there on the web. Ask yourself, what stands out and why?

2. Collate as many visuals as you can (I like to use pinterest to create a visual storyboard, but you could also just gather links or save images in a word doc).

3. Have all your book cover copy ready beforehand. Fully edited and proof read with no spelling mistakes!

4. Have a brief sheet ready that includes your market research if you can. You can find a "knowing your brand" brief sheet on my website mangotreemedia.com.au under the tools section.

If you are interested in talking to me about your design needs I specialise in Art's Industry graphics, and have worked with many Writers, Film Makers, Musicians and Creatives. Best of luck with your project!

Kellie Knight xx
www.mangotreemedia.com.au

Book Publishing Timeline: Approx. 10 Week Turn Around (Mango Tree Media)

STAGE 1: CONCEPT

2 Hours
The Brief

Client/Author:
The Author gives the designer thorough brief, including citing design examples, styles, color, size, font (discuss)

1-3 Weeks
Template and concept design

Designer:
The Designer mocks up sample designs including example of pages, chapter titles, info pages.

Client/Author:
Ready all copy and pics.

As the Designer mocks up some template the Author should prepare all copy, edited and proofed for the roll out stage.

Client approves design templates for the roll out stage

STAGE 2: ROLL OUT

1-4 Weeks
Roll Out Stage

Designer:
The Designer rolls out the number of pages in the book.

Including chapter title pages, info pages and generic pages. Ready for 1st round proofing

1 Week
1st Round Proofing

Client/Author:
The Author sends pdf visual to the proof reader or editor to be proof read and to be sent back to the designer

1 Week
1st Round Proofs

Designer:
The Designer Adjusts the document from the proof readers document.

This stage can be long or short depending on how many mistakes are in the initial edited document

Designer sends amended visual to the client for 2nd round proof

Client sends 1st round proof visual to the proof reader for checking

3-7 Days
2nd Round Proofs

Designer:
The Designer Adjusts the document from the proof readers 2nd round

There should only be a few mistakes to correct in this round

Client/Author:
Liaison with printing company to organise print run

This includes getting a printer spec sheet for the jacket, measured based on the number of pages in the book. This spec sheet should be sent to the designer immediately so they can create the jacket artwork

Designer sends final visual to client for print approval

Client approves document for print

STAGE 3: PRINT READY

3 Days
Printing Stage 1

Designer:
The Designer sets up the rolled out pages for print, including outlining all text, checking pics, color correction and printer spec set up, then uploads to the printer

1-3 Days
Printing Stage 2

Designer:
Sets up the book jacket, gets it approved by the Author and sends this and the endpapers to the printer.

Client/Author *NOTE

Emergency changes:
There should not be any changes that need to be made at this stage of the document.

If there are emergency changes then there should be only one or two.

If artwork has to be resend to the printer due to the Author/editing/proof reader making a mistake, then this will incur extra fee, charged by the hourly rate.

If the mistake is made by the Designer there will be no charge.

Printer sends final visual to the Client and The Designer for checking before print

Key

- Approx.Timeline/Duration
- Client/Author
- Client Check/End Stage
- Designer

Book Design Brief Questionnaire - A tool for briefing your Designer

What genre is your book? ie: fiction, cookbook, children's, new age etc.

What is your book about? Think of it in terms of introducing yourself to your target audience during a 30 second lift ride. What would you say?

What books on the market are most like yours?

What buzz words would best describe your book? ie: textbook, ----------

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What kind of design materials do you already have? ie: document already proofed and edited, rough outline, pictures, stock photo's etc ----------

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Where will you sell your book? ie: retail, online, festivals

What books and book designs do you love? And why?

Collect some links to your favourite imagery online: you can do this by creating a pinterest board or collecting links and keeping them or embedding them in a word doc. Include why you like these images. I like the font in (a) I love the layout in (b) I like the cool blue coloring in (c) etc

When is the deadline for your book to be completed?

Notes:

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