

illustrated books

When writing an illustrated book, this is how the publishing process works. Broken into three phases these are general headline tasks, each project will follow this path and a specific project plan will need to be created for your book.

1. Pre-production

Goal setting (what is the book going to do for author and reader)

The target market

Agree size

Look at potential page extents

Production of sample spreads

Image sourcing

Illustration sourcing
(as necessary)

Commission photography
(as necessary)

Breakdown content into sections

Content outline - written into workable text

Writer, art director, editor and designer collaborate

Identify the best way of representing content - text/table/illustration/photo/pull-out tables

Storyboard the entire book

2. Design layout

Working up the sections as written - tying in with the storyboard

Referring to storyboard and adjusting as the content demands - both within the initial page extent - or extending as necessary

Liaise with printer to work out economic working of pages
4pp/8pp/16pp sections

First section written

Picture selection and checking

Initial section layout - to be reviewed by editor

Second section to be designed while second section reviewed

This cycle to continue until complete

Amends/Proof reading - final amends

Prep of files for production

3. Print production

Specify print and binding

Identify special editions (as necessary)

High res pdfs to pre-press

Digital online proofs

Request for digital output proofs if needed

Files to ebook converters as needed

Ebook files - epub and mobi for iBookstore and Amazon and these will also work for Barnes and Nobel and Sony book store

Ebook checking

Paper edition sign off

Print - checking on press if needed

Ebooks to distribute - once distributed available in the online stores between 2 - 7 days

Books delivered