Objectives
At the end of this session you should be able to:
1. Explain the book production process
2. Determine which type of services are needed to successfully complete the book project
3. Develop a framework for partnering efficiently with other publishing service providers to create a seamless continuum of services

Who are the clients?
Self-publishing includes
• Custom publishing for corporations and for consultants
• Back-of-the-room books for speakers
• Family history projects
• Trade nonfiction
• Fiction

Questions at the outset
• Does the client have a plausible chance of completing the project successfully?
• Is the client an author or a writer?
• Is this someone you can work with?
• What is the schedule?
• Are you okay with the content?

Questions at the outset
• Contract considerations
  – Permissions
  – Legal review
  – Liability
  – Infringement
Questions at the outset

• What is the output?
  – How many printed books?
    • Offset
    • Short-run digital
    • Print-on-demand
  – Ebooks too (or only)?
• How many pictures?
  – How many in color?

How do we get there?

Put on your editing hat

• The editor’s sole purpose is to foster direct communication between author and reader.
• The editor’s job is not to help the author get an A in seventh grade English.

Questions at the outset

• What kind or kinds of binding?
• What is the budget?

Development editing

• Means different things in different contexts
  – Fiction
  – Creative nonfiction (biography, memoir, history, political analysis, . . .)
  – Procedural nonfiction (engineering, technical manuals, how-to, self-help . . .)
  – Textbooks
Line editing

• Making paragraphs and sentences work . . .
• . . . in the context of the client’s goals

Line editing

• Considerations
  – Authenticity of voice (a choice, not a standard)
  – Grace and flow (Wood eye? Tin ear!)
  – Grammar
  – Style

Line editing

• Things to keep in mind
  – Paragraph structure
  – Syntax
  – Word choice
  – Anachronism
  – Signposting

Copyediting
Copyediting

- Spelling
- Punctuation
- Usage
- Style
  - A collection of arbitrary choices between acceptable alternatives
  - Consistency without foolishness
  - Wallpaper seams
- Fact-checking

Tools of the trade

- Dictionary
- Grammar
- Usage
- Style
- Google
- Wikipedia
- Wetware
- Microsoft Word

Tools of the trade

- Dictionary
  - Description vs. prescription
  - Selecting the appropriate dictionary
  - Knowing how different dictionaries are organized
  - Decoding the alternate spellings
  - Picking one variety of English

Tools of the trade

- Grammar
  - English isn’t Latin (no matter what Miss Grundy thought)
  - A little learning is a dangerous thing (if you don’t know, don’t guess—ask!)
  - Beware zombie rules
  - Remember why you’re here . . .

Remember why you’re here . . .

- The editor’s sole purpose is to foster direct communication between author and reader.
- The editor’s job is not to help the author get an A in seventh grade English.
Tools of the trade

• Usage
  – Usage panels, usage notes, usage dictionaries
  – Strunk and White
  – Garner and Fiske
  – Norma

Tools of the trade

• Style
  – What it is and what it isn’t
  – The basic guide
  – The style sheet
  – Here’s where punctuation comes in

Tools of the trade

• Google is your friend
  – Search
  – Maps
  – Images (TANSTAAFL)
  – Translate
  – Ngram viewer
  – Drive (Docs)
• Work on your Google-fu

Tools of the trade

• Wikipedia for fast fact-checking of . . .
  – Dates
  – Place names (spelling, diacritics)
  – Old technologies
  – Plant and animal species and common names
  – Other noncontroversial facts
• But just a first stop for anything that is . . .
  – In doubt or dispute
  – In a field known for controversy
    (biography, history, politics)

Tools of the trade

• Wetware
  – Use your brain
  – Use other people’s brains too
    • copyediting-l (www.copyediting-l.info)
    • Facebook groups
      • LinkedIn forums

Tools of the trade

• Microsoft Word
  – Accept no substitutes
  – Track changes
  – Manage comments
  – Understand styles
  – Take spelling and grammar suggestions
    with a full shaker of salt, but don’t ignore them
  – Create an exception dictionary if you need to
Tools of the trade

• Microsoft Word add-ins
  – Editor's ToolKit Plus (Jack Lyon)
    http://www.editorium.com/
    (and check out his other, separate macros)
  – PerfectIt (Daniel Heuman)
    http://www.intelligentediting.com/
  – The Book (Paul Beverley)
    http://www.archivepub.co.uk/book.html

Remove your editing hat and put on your publishing hat

• Copyright page content is technically not your job, but the client doesn’t have a clue
• Create an imprint for the client
• Buy ISBNs in the imprint name
• Create a PCN account in your own name
• Write the copyright page content (look at models to see what’s needed)

Six design modalities

1. Book design: interior design framework and typography
2. Composition: laying out the pages and setting the type
3. Illustration: infographics, interior artwork, images
4. Cover illustration: artwork or image
5. Cover graphic design: front cover concept and type treatment
6. Cover production: making the mechanical
Book design

- The goal of good typography is to allow the unencumbered communication of the author's meaning to the reader.
- Typography that intrudes its own cleverness and interferes with the dialogue between author and reader is almost always inappropriate.

Cover design

- The design brief defines the goals for the cover . . .
- . . . and the conventions of the genre
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