

## Bookmaking for Beginners

Getting Your Self-Publishing Client  
to a Finished Product

Dick Margulis

ACES 2017, St. Petersburg, 24 March 2017

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**DICK MARGULIS CREATIVE SERVICES**  
THOUGHTFUL EDITING • APPROPRIATE DESIGN • EXPERT PRODUCTION • COMPREHENSIVE PROJECT MANAGEMENT

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Whatever  
is worth  
doing at all,  
is worth  
doing well.

—Philip Dormer Stanhope, Earl of Chesterfield  
*Letters to His Son*, March 6, 1742

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## 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

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## 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

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## 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?

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## Questions at the outset

- Contract considerations
  - Permissions
  - Legal review
  - Liability
  - Infringement

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## 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?

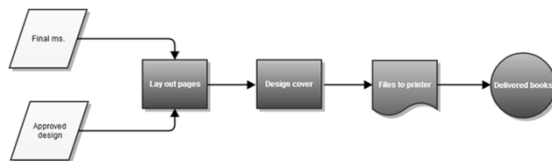
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## Questions at the outset

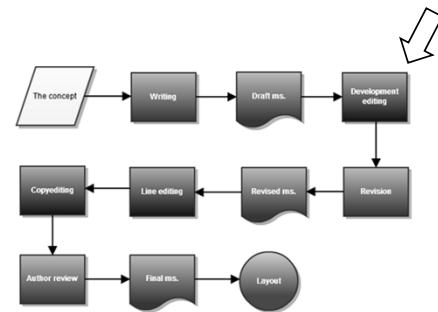
- What kind or kinds of binding?
- What is the budget?

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## How do we get there?



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## Put on your editing hat

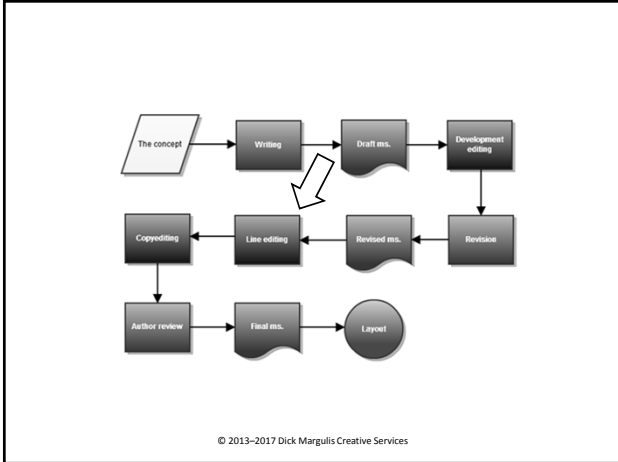
- The editor's sole purpose is to foster direct communication between author and reader.
- The editor's job is not to help the author get an A in seventh grade English.

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## 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

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## Line editing

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

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## Line editing

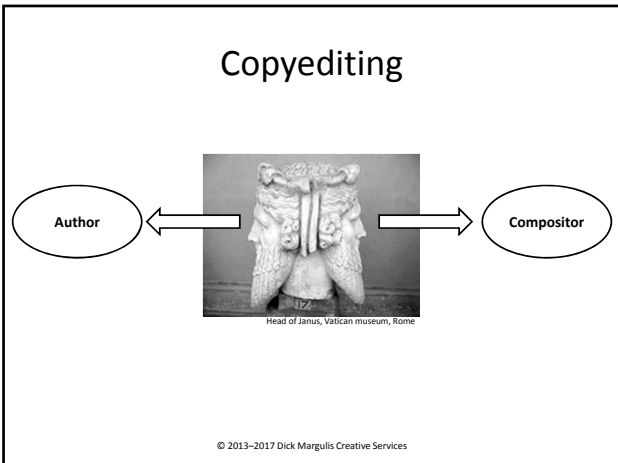
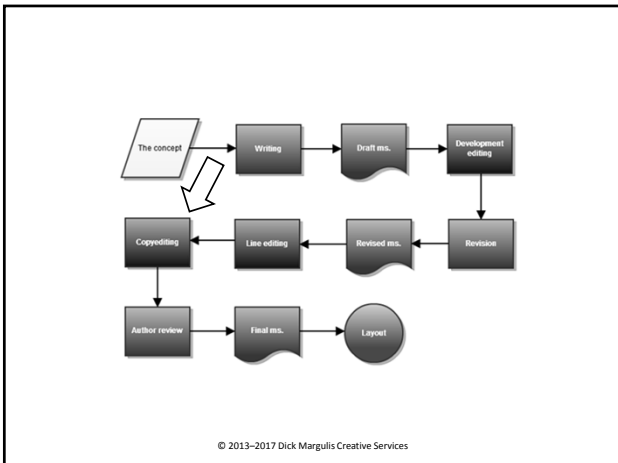
- Considerations
  - Authenticity of voice (a choice, not a standard)
  - Grace and flow (Wood eye? Tin ear!)
  - Grammar
  - Style

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## Line editing

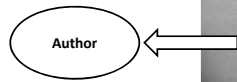
- Things to keep in mind
  - Paragraph structure
  - Syntax
  - Word choice
  - Anachronism
  - Signposting

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## Copyediting

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



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## Copyediting

- Redaction
  - Paragraph styles
  - Character styles
  - Glyph selections and code points
  - No manual overrides



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## Tools of the trade

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

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## 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

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## 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 . . .

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## Remember why you're here . . .

- The editor's sole purpose is to foster direct communication between author and reader.
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## Tools of the trade

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


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## 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

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## Tools of the trade

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

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## 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)

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## Tools of the trade

- Wetware
  - Use your brain
  - Use other people's brains too
    - copyediting-I ([www.copyediting-I.info](http://www.copyediting-I.info))
    - Facebook groups
    - ~~LinkedIn forums~~

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## 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

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## 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>
  - EditTools (Rich Adin) <http://www.wordsnsync.com/>

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## Tools of the trade

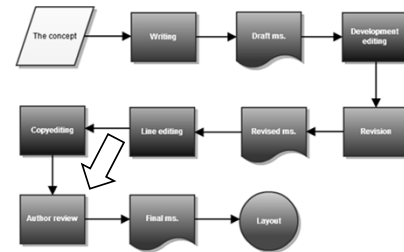
- Microsoft Word
  - Memorize Uncle Dick's rules for unexpected software behavior:
    1. Remove hands from mouse and keyboard
    2. Breathe
    3. Ask for help before closing the file or otherwise mucking about
    4. Remember that most situations are salvageable (refer to rule 2)

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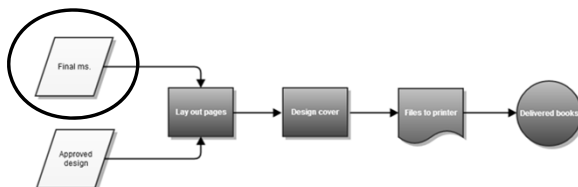
## Remove your editing hat and put on your publishing hat

- 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)

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## Six design modalities

(not necessarily six designers!)

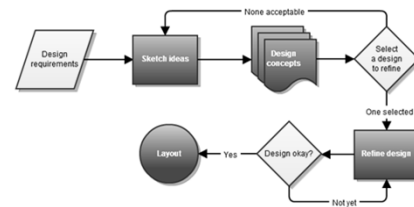
1. Book design: interior design framework and typography
2. Composition: laying out the pages and setting the type
3. Illustration: infographics, interior artwork, images
4. Cover illustration: artwork or image
5. Cover graphic design: front cover concept and type treatment
6. Cover production: making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

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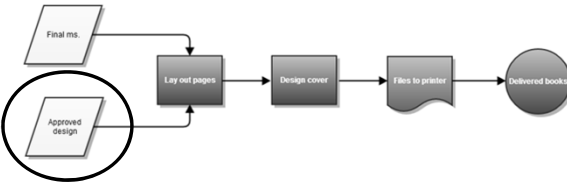
## Book design

- 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.

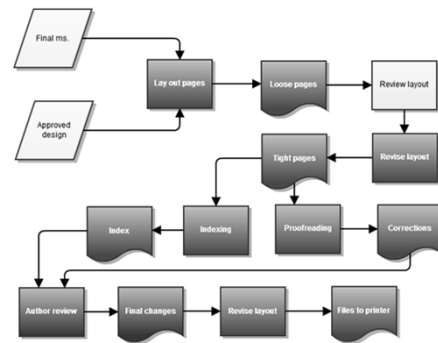
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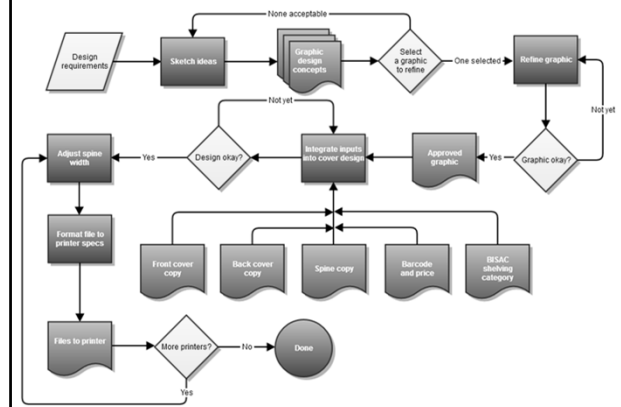


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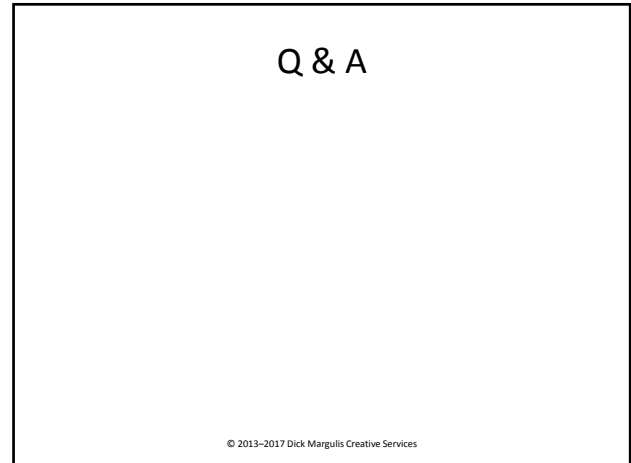
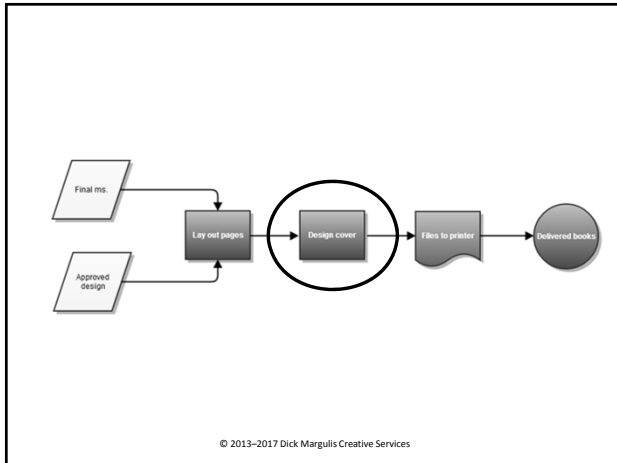
## Cover design

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

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