

# PROCESS GUIDE

## COVER DESIGN

### INCLUDED:

- 5.5 x 8.5, 6 x 9, 5 x 8, 8.5 x 8.5 or 8.5 x 11 book cover design
- 3 cover options, with up to 4-5 revisions of one of those chosen options (\$20 each afterwards)
- Stock photography\* for book cover (if needed) \*from our stock subscription site
- Back cover design/layout
- Print ready PDF to your printer's specs.
- A complimentary 3D image of your book for use in pre-sales and online marketing
- Black/white title page using cover title design for interior
- High res .jpg of front (and back) cover for your use (for ebook)

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## PROCESS

1. We will discuss your thoughts, ideas and vision for your book cover.
2. Work will begin on your cover. Within a week, you will be presented with 3-4 cover options. You may choose one, or we can do 1 variation using elements of each. (Font from A, image from B, color from C etc)
3. On your chosen cover, you may request up to 4-5 revisions in order to get it 'just right'.  
(Additional comps or revisions are \$20 each)
4. Once the front cover is completed and approved by you, you will be sent an invoice. Upon payment of the invoice, you will be provided with a high resolution version of the cover and a 3D rendering for your promotional use.
5. The spine/back cover cannot be completed until the interior of the book has been done. (as the finished page count determines the width of the spine) Once you have a page count or have provided us with a template from your printer, we will work on the spine and back cover of your book.
6. For this step, you will need to provide:
  - a. The book blurb (book description/"about the book" paragraph)
  - b. Author bio (100-150 words is ideal)
  - c. Author photo (high res)
  - d. Any publisher logos (if applicable) - Must be .ai, .eps or high res .psd
  - e. Barcode **OR** ISBN number/price for us to generate a barcode
  - f. Any other text you would like displayed on the back cover
7. Once designed, a low res PDF proof of the full cover (front/back/spine) will be emailed to you for your inspection. Any edits or additions can then be made.
8. Upon your 100% approval of the cover, a print-ready PDF will be provided via email.

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## INTERIOR PAGE LAYOUT AND DESIGN (TYPESETTING)

### INCLUDED:

- 6 x 9, 5.5 x 8.5 or 5 x 8 interior layout design
- Interior titles/chapter headers designed to correspond with the exterior cover design
- High resolution print-ready PDF for your printer

*NOTE: ANY IMAGES PROVIDED FOR THE INTERIOR MUST BE HIGH RESOLUTION (MORE THAN 1200 PX WIDE) AND 300 DPI. CHARTS OR GRAPHS SHOULD BE VECTOR IMAGES (AI, EPS)*

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## PROCESS

1. Cover design is first finalized.
2. Proposed chapter header, and basic chapter style/design sample created and emailed as PDF.
3. Author may request changes, or will approve design.
4. Layout of book begins. You will be provided with a sample of FOB (Front of Book) up to Chapter 3.
5. Author may request tweaks, or will approve design (**All** final changes must be made at this point).
6. Entire book layout is completed and PDF emailed to author for final approval.

***All author edits should be noted ON the provided PDF using the “Comments – StickyNote” feature.***

We require that all edits and proofreading is done *before* supplying the manuscript. (It is highly recommended that you send your manuscript to a professional editor.) Then the document may be submitted to us for layout. Any changes made that impact line length (adding/removing lines, adding/removing paragraphs) after layout will affect page flow, and will incur additional design fees for reflow. Basic edits are included in cost, (up to 20 edits) but excessive edits (typos, missing commas etc) will require additional fees. Most of these can be caught in early proofreading/editing.

### **NOTE ABOUT COPYEDITING (CE)**

*We recommend that the finished PDF is sent to an experienced copyeditor. Copyediting ensures consistency and accuracy. Copyeditors notice any missed items, issues, or anomalies in the finished file (both in the writing and in the typesetting). We do not copyedit, so any corrections must be caught before final approval, or your book runs the risk of being printed with errors. All edits must be indicated on the provided PDF using the “Comments – StickyNote” feature.*

*While we make every attempt to ensure that the manuscript is imported ‘as is’, there are sometimes anomalies due to how the author formatted their Microsoft Word document. We try to catch any discrepancies between your original manuscript and the finished document, but to insure nothing is missed we say: “The more eyes, the better!” Please look over your finished file carefully. Little areas of human error are to be expected in the writing and design process, so working as a team to catch any little issues is the best method to ensure a quality end-product.*