

# Book Design

Design a book that delivers one, two or three short essays on technology by Virginia Heffernan. The book's size, page compositions and materials are all open to your design.

Heffernan is a writer whose column "The Medium" appears each week in the Sunday *NYTimes Magazine*. The essays are: "Beep", "Let Them Eat Tweets" and "Framing Childhood". Read them thoroughly and visit the writer's blog as background to the project.

The purpose of the book design is to make the texts readable, inviting and meaningful for the reader. Make choices about typography, page composition and materials based on your understanding and interpretation of the ideas and structure and tone of voice of the writing.

All elements are to be determined by you, the designer:

(1) book dimensions (trim size) (2) paper stock (3) typeface(s) (4) page layout

Your book must include (and you should be familiar with these important terms):

Covers (front, inside front, inside back and back)

Title page

Section heads (as needed)

Running head or foot

Folio / page number

Indication of paragraph breaks

Colophon

## Purpose

To investigate the parameters of book design, including font selection, all kinds of typographic spacing, page layout, paper selection and binding.

To gain experience in typesetting, including the fine details.

To learn InDesign.

## Evaluation

Are the design choices appropriate to / illuminating of the text?

Does the book demonstrate technical mastery of book design and production?

Does it follow (or thoughtfully break) the rules of typesetting?

Is the book a pleasure to hold, look at and read?

## Specifications

Find various tools for this project, including a raw text file for the essays, in the course folder:

Thaw / Public / Design I-B / 5\_BOOK PROJECT

Page layouts must be done in InDesign. The size of a spread must be smaller than 10x16 (in order to fit, with crop marks, on standard sheets of printer paper).

Your design may include imagery, if it serves an idea that helps deliver the text meaningfully.

You may use the color or black-and-white printers or a combination of the two. Consider using the black-and-white printers, bringing in color through your choice of paper. This is a less expensive option and the black-and-white printers provide better resolution for type.

Use one InDesign document for the text (ie: the inside pages) and another for the cover.

*Make the text document:* with Facing Pages

Document size = size of a page

number of pages must be a multiple of four.

*Make the cover document:* without Facing Pages

Document Size = size of a spread

two pages total.

You may buy your own special paper for this project. All paper for printing must be laser-compatible.

You can use non-laser-compatible papers in your book design, as long as you don't print on them.

Methods of incorporating non-laser-compatible papers include: fly-sheets, belly bands, die-cuts.

Non-laser-compatible papers include heavy, metallic, rough and plastic papers.

A good source for laser-compatible paper is Mohawk ([mohawkpaper.com](http://mohawkpaper.com)).

## Book Process and Schedule

- Week of March 29/31 **Page + Text Block Size, Typeface(s), Page Elements**  
Explore trim size and page composition as well as typeface treatments for body text, sections and running foot and folio. Work on sample spreads only (not entire text).  
Show multiple versions of a sample spread, varying typeface choice, type size, leading, composition of page elements. Print these as black-and-white spreads with crop marks.  
**Due Mon April 5**  
At least five sample spreads, exploring page size, type selection and composition of page elements. Please print and trim out to size. We will look at these as a class.  
**InDesign Help Topics: [Layout \(except Masters\), Text](#)**  
Know how to: print as spreads with crop marks  
Also due: Prepare for end of semester. Review your semester's work and make a list of revisions needed and a schedule for completion by April 26. Get Itoya presentation book.
- Week of April 5/7 **Typesetting, Masters + Styles, Binding**  
Refine page composition. Design the cover, title page, and first 3 spreads of book (separate InDesign doc for the cover.) Present these in mock-up form, pages mounted back-to-back.  
Create usable, accurate Masters and Styles which will help in producing the rest of the book. Apply design direction to entire text, using Masters and Styles.  
**Due Mon April 12 (Interim Critique)**  
Mock-up of cover, title page, first 3 spreads.  
Printed thumbnails/sketches of entire book.  
Show paper selection.  
**InDesign Help Topics: [Layout/Masters, Styles, Typography, Frames + Objects, Keyboard Shortcuts](#)**  
Know how to: print thumbnails, mock-up a book
- Week of April 12/14 **Printing "Booklet", Printing 2-Sided**  
Finish entire book layout and typesetting using Styles. Finalize placement of all elements and make sure typesetting (font, size and leading) is consistent throughout.  
Once you have an idea of how many pages your book will run, create a white paper dummy showing the size and structure of your book design, including the cover.  
April 14: Workshop with Stuart Henley  
Know how to: saddle-stitch, create "printer spreads" to a PDF file, print 2-sided, manual feed paper
- Week of April 19/21 **Finer Points of Typesetting, Refinement**  
Go through the Typesetting Checklist to address "the finer points" of typesetting. Do some tests to iron out production problems. Create additional mock-ups and laser proofs as needed.  
**Due Wed April 21**  
Complete set of b+w laser proofs: unbound, untrimmed spreads printed with crop marks for entire book (use standard lab paper). A classmate will review your book while you review hers/his. Check for placement of all elements and basic typesetting, as well as items on the Typesetting Checklist. Book dummy showing number of pages, how it is bound, any special structural elements. Two-sided test print on actual paper stock (two spreads only).
- Week of April 26/28 **Production, Final Presentation**  
Printing and binding of book. Prepare presentation book of all Design I–B work.  
**Due Mon May 3**  
Final Book Crit.  
Hand in semester's work: Book + Poster + all other work in the Itoya presentation book. Include process work: photocopy sketchbook pages, include process iterations, print poster iterations scaled to 8.5x11.