

Book and Cover Design and Self-Publishing

Part of the “Lifewriting Made Easy” Series

Learn what is involved in getting your life story designed in book form and self-published.
(Note: This seminar focuses on traditional books, not e-books)

March 28, 2015, 2 – 5 p.m.
MSA Museum, 2313 Ware Street, Abbotsford (free parking). Tel 604.853.0313
Advance registration is mandatory

Instructor: Philip Sherwood, *lifewriters.ca*,

Part One – Book Design

Participants will identify what decisions they must make and develop rationales for their choices. These include book size and orientation, font type and size, white space, margins, and the placing of photos and other images.

Do it yourself, or hire a designer? The advantages of each will be discussed. A general checklist for a designer will be included.

Part Two – Cover Design

Participants will identify what decisions they must make and develop rationales for their choices. These include type choices, design elements, and use of images. The purpose of the back cover will also be discussed. A general checklist for a designer will be included.

Part Three – Self-published Book Production

Participants will learn about the two self-publishing models: traditional and assisted self-publishing. Participants will also identify the major decisions they must make and develop rationales for their choices. These include soft or hard cover, glossy or matte cover, choices of paper and binding, number of copies to print, and whether to use digital or offset printing. An overview of the traditional self-publishing process will follow as well as a brief discussion of two of Canada’s premier printers that cater to self-publishing authors.

Part Four – Your Questions

- **A seminar outline will be provided. Please bring a notebook and pen / pencil.**
- **There will be a 15-minute break at 3:30 p.m. Coffee and tea are provided.**
- **A list of do-it-yourself resources will be provided.**
- **A selection of lifestories will be available for purchase. Cash and cheques accepted.**