

WHAT WILL HAPPEN DURING THE TEXT DESIGN PROCESS

HOW WE DESIGN INTERIOR TEXT PAGES

- We will import your text file into Adobe InDesign, a professional page-layout program.
- We require a **.doc or .rtf file**, this format can be saved from most word-processing software.
- What we design will not look like your original document, although we will pay attention to the original way that you've organized the document. We will chose an appropriate typeface that we feel works best for your book.
- Our software will ignore some settings from your original program, such as; margins, page numbering and headers. Also, the page locations will move, so your page 7, for example, may be different than our page7.
- We follow the rules of the *Chicago Manual of Style*, which outlines every detail for professional page layout. We adhere to these standards to produce a professional, salable product for you. If you would prefer to follow your own set of standards, we recommend that you provide a PDF rather than pay for this expertise.

WHAT WE DON'T DO

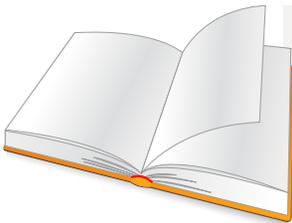
- **We do not edit, rewrite, or proof your content.** Your text file must be thoroughly edited before you give it to us to begin the design process.
- **We don't "type."** We take the words that you have typed, and change it into a professional, readable design. All words in your book need to be provided to us as a computer file, not provided on paper.

CHANGES

- For Level 2 and 3 text design, we will email a single chapter **Design Comp** for you to look at, to approve or adjust the design. We will then make those changes, and send the **Official Proof**.
- A **Proof Form** will be sent with every Official Proof, which must be filled out completely, signed by you, and returned to us before we can proceed to the next step. *We must receive a completed, Proof Form for every proof.*

“OUR GOAL IS TO CREATE A BOOK THAT LOOKS AS PROFESSIONAL AS ONE CREATED BY A LARGE PUBLISHER, FOLLOWING BOOK-INDUSTRY DESIGN STANDARDS.”

What do we do with your photos? Using Adobe Photoshop, we adjust the darkest and lightest parts of the image so it has a good tonality (this makes the photo print optimally, and also gives all the photos within the book a similar look.) We also crop, sharpen and resize.



original photo



after optimization

The proof form

SOME BOOK-INDUSTRY STANDARDS THAT WE FOLLOW*

- We change double spaces after a period to a single space.
- Indents of the first paragraph of a new chapter or section are removed.
- If indents in the original file were created with tabs, we remove these and use the paragraph indent settings in our software (which is based on a numerical measurement).
- Body text is justified, and uses the software's hyphenation settings.
- Extra space between paragraphs is removed. Space between paragraphs works fine for a website, but are incorrect for a book.
- Proper ellipses characters are used, replacing ellipses that are made with a combination of periods and dots that can break incorrectly at the end of the paragraph.
- Our software automatically corrects quotes and apostrophes to "smart quotes". This means they curl rather than are straight up-and-down like word processing software incorrectly does. [So " " becomes " ”]. If your original typewritten manuscript is inconsistently typed, missing spaces may cause your quotes to turn the wrong way.
- If you have returned at the end of a line within a paragraph, this may look correct in your file, but this will result in a broken paragraph in our software because the line endings are not the same.
- Same goes for a hard-hyphen that you type directly within a word, that hyphen may appear in the middle of a paragraph later. Let the software take care of the hyphenation.

* Poetry and cookbooks may have exceptions to these rules.