

Our Stories Disclose Third Edition

Graphic Design

GRAPHIC DESIGN:

Position overview

The graphic design “book designer” position is instrumental in crafting a final book and goes hand in hand with the editing process. A book designer works on the entire physical appearance of the book: this includes designing the interior of the book along with the exterior, the overall book design layout, cover design, book content layout, spine, graphics layout, including selecting appropriate font and font sizes so that the overall combination is crafted in a way that is both usable for publishing, and enhances the reading experience.

This position does require upfront knowledge of key software used in the industry to enable efficient collaboration and the ability to speak to a publishing vendor, and most importantly, deliver in a format the publisher can use.

Key Responsibilities:

- Understand and use standard software used in the industry
 - Adobe product used and needed:
 - Photoshop: used for crafting the contest winning photo suitable for the book cover.
 - Illustrator: controlling all aspects of the exterior graphics from imagery to fonts. Instrumental for accurately layout the cover, spine rear cover and bleed areas for production in line with publisher guidelines.
 - InDesign: used to combine everything into an overall format for publishing - industry standard.
- Layout of book
 - Convert contest image into usable book cover - Adobe Photoshop
 - Create cover designs for both book Vol 1 and 2

- Identify all content beforehand
- Review and approve all content.
 - We used MS Excel spreadsheet to capture every detail on each page carefully to ensure spelling, grammar, and content captured final intent.
 - Reviewed and received committee agreement for final layout.
 - Used approved content in final book design.
- Created printed mockups of new OSD3 Book covers for VOL 1 & 2 for committee review.
 - Mocked-up final draft covers for team review.
 - Reviewed and agreed on final design used for production layout.
- Layout of interior of book
 - Identify, craft, layout and evolve content
 - Created outline of all text required for both book volumes for each page up to chapter 5. Work closely with editing team to do this.
 - We used MS Excel spreadsheet to capture every detail on each page carefully to ensure spelling, grammar, and content captured final intent.
 - Reviewed and received committee agreement of consent for final layout.
 - Final approved edited chapters/content is placed into InDesign using the final page layout including fonts/ font sizes.
 - Work carefully with graphic content: pictures and illustrations.

- Ensure all photos used have the correct resolution to be able to print.
 - Gather all photos - save in separate folder.
- Graphical asset creation
 - Creating of flyers - Adobe Illustrator: used for web and print for book orders.
 - Creation of book plate - Adobe Illustrator: graphic design layout options, final draft
 - Creation of print design control drawings for everything - Adobe Illustrator.
 - Creation of book cover options and final design - Adobe Photoshop /Illustrator / InDesign.

Challenges:

- Editing
 - The editing process took significantly longer than expected. There was a period of long waits between updates.
 - The dreaded redo. Unfortunately, many re-write edits occurred which resulted in the redesigning of the InDesign layout multiple times. New stories added, corrections, sections moved etc.
 - The biggest impact with re-writes was with every new insert into InDesign then required a line by line re-review of previously carefully edited and reviewed material for new artifacts that would show up. A word for word and line by line check was required. What should have been a straight forward cut and paste of a chapter into the software grew into a laborious re-review session.
- Book layout / Software

- Importing of MS Word documents into InDesign proved to be a critical unanticipated flaw.
 - InDesign is page graphic publishing tool and not a word processor so re-reviews created a huge barrier in time sync and challenge to effectively do within the software.
 - Software artifacts inherited from the embedding Word documents into InDesign (industry standard) proved insurmountable. As much time as went into editing was thus required again once in InDesign.
 - After careful analysis and in talking with the publisher, we had to scrap InDesign and used MS Word to complete the final layout since the document was already in Word. This was carefully talked through with the publisher as this is far from ideal and has many potential problems in the transfer to the publisher.
- The biggest regret and downside is we significantly scaled back a desire to add photos to each chapter due to the inability to use InDesign. We spent a lot of time collecting images and preparing them for publishing that will never be seen.
- The result of all this... we discovered a bug in the Word software that arbitrarily created dashes"-", paragraph indents, and other small artifacts like extra spaces made re-editing a constant battle. Any update that looked clean in Word would show up as dreaded artifacts. After many discussions with MS, they were aware of this bug and there was no fix other than anyone using the latest release of Word.
- A key flaw in all this was the main document was created in a significantly earlier version and all the bugs that were in the earlier versions carried over.
- Pandemic
 - Yes this happened in the middle of the process. It delayed everything.
 - The impact was most felt with the publisher when in 2021-22 we were told a minimum of six months was required to print

any book. Yikes. It eventually worked its way back and with our editing delays, was not an issue.

Conclusions:

- In the end, it all came together. The team was outstanding in overcoming obstacles and calmly working through them.
- The overall design layout has been very well received and the book plate was an added bonus. I am very proud of the work and in working with this particular team.
- Would I do this again. Yes. Especially with new information learned.
- The next book will see profound changes in software and how this gets published. I foresee a huge lift being done with AI and the layout design tools evolving at amazing pace which should mean this eventually becomes simpler. I would not hold my breath on simpler. I won't be surprised if editing is done mostly verbally and done with the assistance of AI. Good luck and godspeed with the next version.