

IBPA  
Publishing University  
San Francisco  
March, 2012

# **Interior Book Design**

**Joel Friedlander**

[www.TheBookDesigner.com](http://www.TheBookDesigner.com)

[TheBookDesigner.com](http://TheBookDesigner.com)

# Book design has one simple goal:



Photo: Johnny Maroun

**Turn manuscripts**

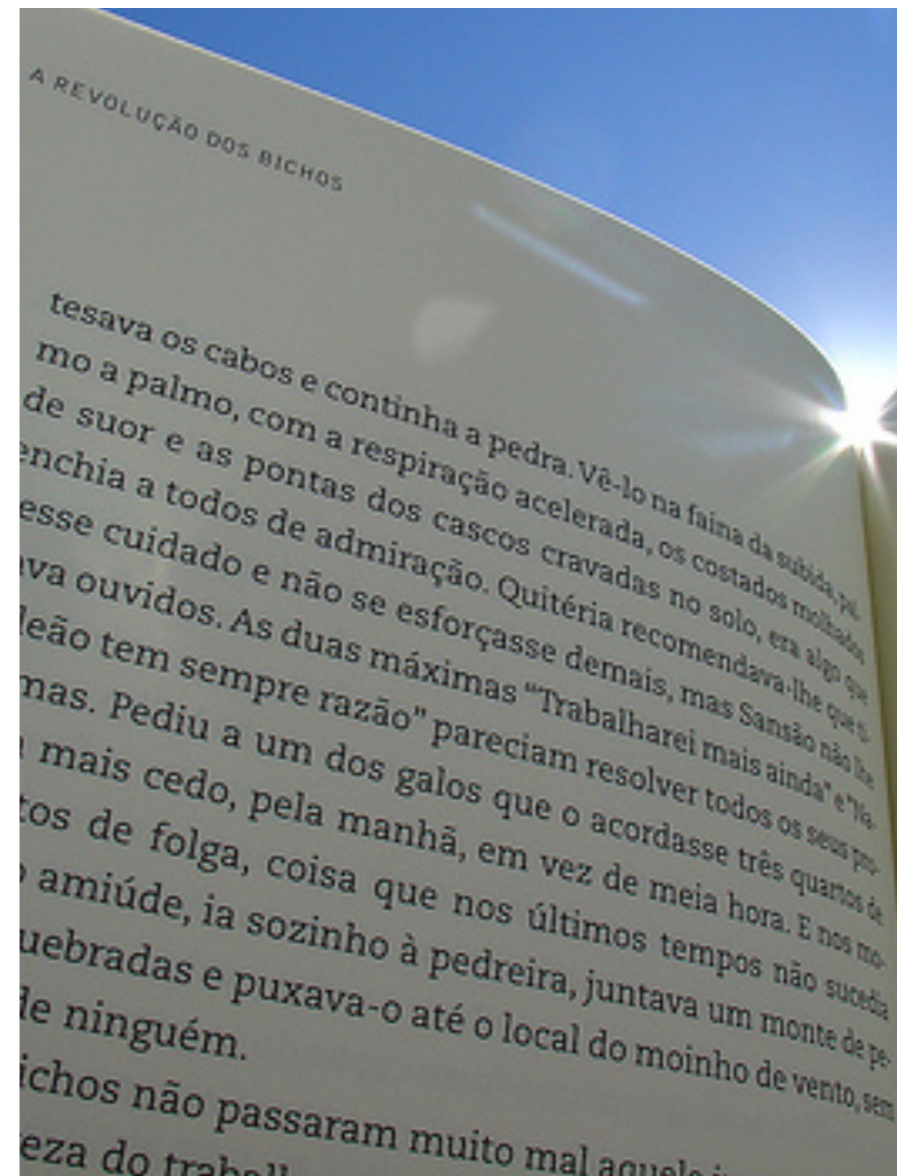


Photo: elbragon

**into Books**

[TheBookDesigner.com](http://TheBookDesigner.com)

**What's the problem?**

- ✓ **Books look *simple* but they're not**
- ✓ **There's a lot of arcane *details* to decide**
- ✓ **It's easy to make mistakes that are *obvious* to insiders but *invisible* to you**
- ✓ **Both *market imperatives* and *production concerns* have to be taken into the mix**



**Understanding book design**  
**Principles**

**Leads to using book design**  
**Best Practices**

**So let's look at some principles**

**1.**

**Design for your readers**

TheBookDesigner.com

**2.**

**Observe the conventions**



**3.**

**Be appropriate for  
your category or genre**

**1.**

**Design for your readers**

- 1. Use navigation aids**
- 2. Aim for content clarity**
- 3. Consistency wins**

**2.**

**Observe the conventions**

**1. Follow the rules of book construction**

**2. Use an industry standard reference**

**3.**

**Be appropriate for  
your category or genre**

**1. Know what your readers expect**

**2. Become an expert on your genre or category**

**1.**

**Design for your readers  
means understanding how your  
readers **use** your books**



# 2.

**Observing the conventions  
means your book will be industry-  
standard and predictable**

# 3.

**Being appropriate for your category or genre means using typography and art that **aligns** with your audience expectations**