

IBPA
Publishing University
San Francisco
March, 2012

Interior Book Design

Joel Friedlander
www.TheBookDesigner.com

TheBookDesigner.com

Book design has one simple goal:



Photo: Johnny Maroun

Turn manuscripts

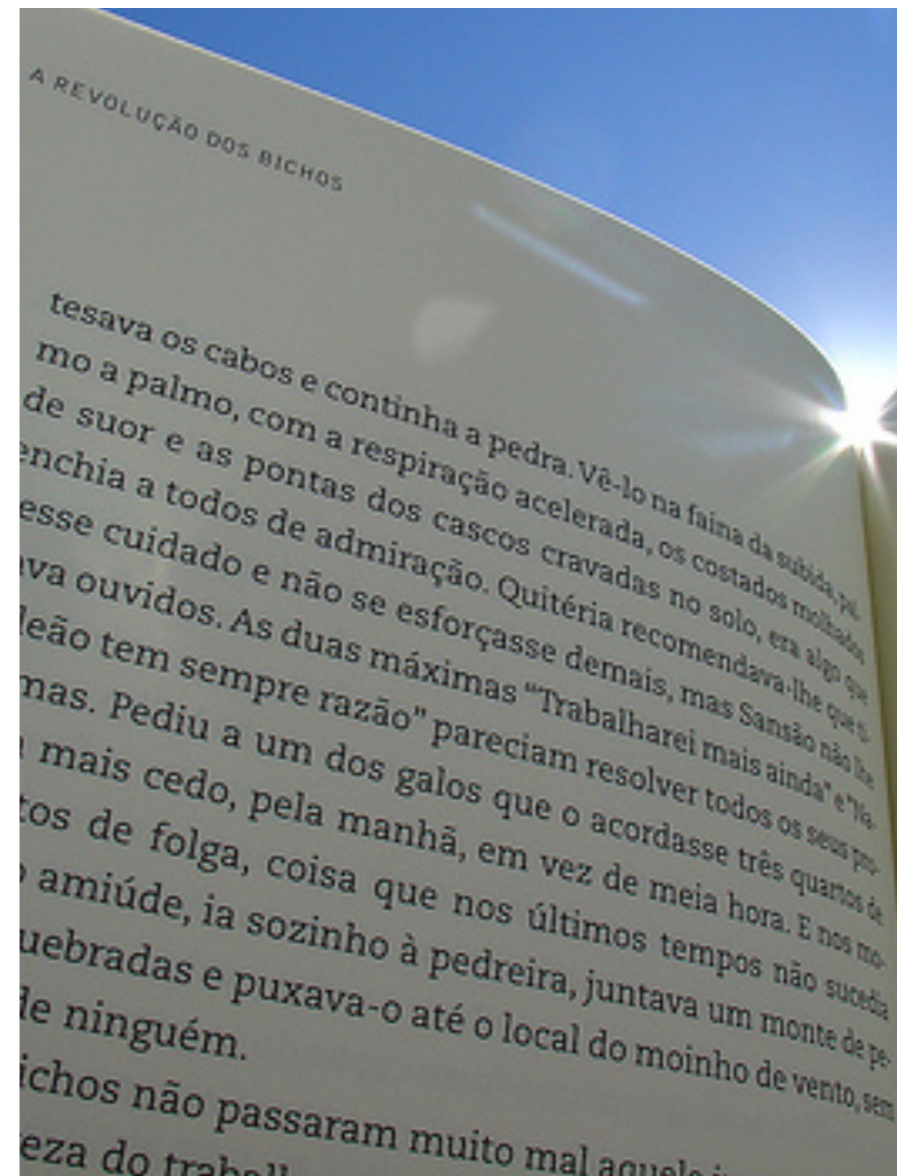


Photo: elbragon

into Books

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

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**