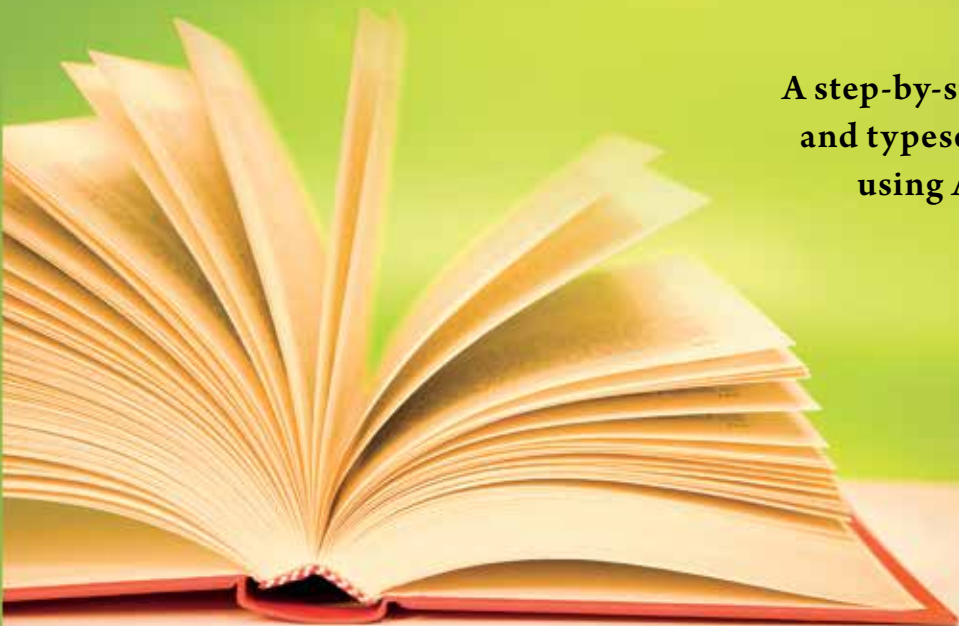


book design made simple

A step-by-step guide to designing
and typesetting your own book
using Adobe® InDesign®



FIONA RAVEN & GLENNA COLLETT

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FIONA RAVEN ♦ GLENNA COLLETT

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5

Choosing your trim size

Trim size is the size of the *pages* of a book, regardless of the type of book cover. A hardcover book will appear larger than a softcover book with the same trim size because the hardcover itself is larger than the pages.

What size should your book be? You'll want to consider three things when choosing your book's trim size:

- What sizes are other books in the same genre?
- Do you want a thinner or thicker book?
- Where will your book be printed?

What sizes are other books in the same genre?

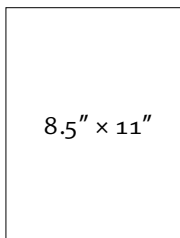
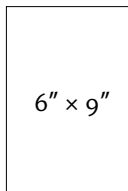
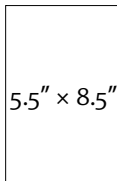
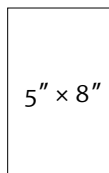
Your book should fit in perfectly with other books in the same genre. Browse your bookstore or library and see what sizes the other books are.

Do you want a thinner or thicker book?

If you have a lot of text and want to keep your printing costs down, moving to a slightly larger trim size can lower your page count and save printing costs. Increasing your trim size from 5" × 8" to 6" × 9" will make a thick book slightly thinner. Or, if your book promises to be a slim volume because of a low word count, choose a smaller trim size to maximize the thickness of your book. A 5" × 8" book will appear thicker and less "floppy" than a 6" × 9" book with the same word count and give more perceived value to your potential reader.

Where will your book be printed?

Standard trim sizes are the most cost-effective to print, and some printers only print certain sizes of books. To the left are some examples of standard trim sizes. Often, at the design stage, you won't know where your book will be printed. If that's the case, select a size that will give you choices down the road. If you change your mind later, it won't be a disaster. Chapter 19 offers instructions on how to change your trim size.



the most common
standard trim sizes

Printers' specifications for trim sizes

Printers offer standard trim sizes for cost-effective printing. Below are standard trim sizes from a sampling of printers, just to get you started. This is only a small sampling, so if you have a printer in mind, don't hesitate to contact them directly and ask for their

standard book sizes. Also, keep in mind that printers' specifications change from time to time, so be sure to double-check these specs when you're ready to begin your book design. See page 22 for an explanation of the different printing methods.

	5" × 8"	5.5" × 8.5"	6" × 9"	7" × 10"	8.5" × 11"
Digital printers (for short-run printing)					
Adibooks adibooks.com		•	•	•	•
Blitzprint blitzprint.com	•	•	•		•
Bookmasters bookmasters.com	•	•	•	•	•
Bookmobile bookmobile.com	•	•	•	•	•
DeHART's deharts.com	•	•	•		•
Printorium printoriumbookworks.islandblue.com	•	•	•	•	•
Print-on-demand printers					
CreateSpace createspace.com	•	•	•	•	•
IngramSpark ingramspark.com	•	•	•	•	•
Lightning Source lightningsource.com	•	•	•	•	•
Traditional printers (offset press)					
Friesens friesens.com	•	•	•	•	•
Puritan Capital puritanpress.com	•	•	•	•	•
Replika replikapress.com	•	•	•	•	•
Sheridan sheridanbooks.com		•	•	•	•
Transcontinental tcprinting.tc	•	•	•	•	•

Two methods of printing

	Offset printing on a press	Digital printing
Method	Books have traditionally been printed on a printing press using ink. A full-color book cover is printed with four ink colors (cyan, magenta, yellow, and black, or CMYK). The pages are usually printed with black ink on large sheets of paper, which are then folded into signatures (see page 321). Sheet-fed presses use 32-page signatures and are better for printing photographs and color; web presses use 48-page signatures and are more cost-effective for printing text and line art (black line drawings with no grays).	Laser printer technology allows books to be printed on high-quality laser printers using toner. The full-color cover is printed on cardstock and the pages on paper. The term short-run printing refers to digitally printing a small volume of books (say 20 or 200). Print-on-demand (POD) refers to POD printers that use digital printing to print and ship books after they are ordered (often one at a time).
Cost comparison	Offset printing is very cost-effective in larger quantities: the more copies printed at a time, the less it costs per book. However, you need to print at least 1,000 copies to make your offset printing cost-effective because of the cost of setting up the press.	It is less expensive to print books using digital printing if you want to print only a small number of books. However, digitally printed books are more expensive to produce per book than books printed on a press, as there is no cost saving for printing in quantity. Each book costs the same, no matter how many or few are printed.
Quality comparison	Offset printing allows you to control the quality of your book and gives you lots of flexibility. You can work with your printer to choose your book size, type of paper, binding, and many other options, to create a quality book exactly the way you want it. Offset printers offer several choices of paper, including environmentally friendly papers with recycled content.	Digital printing offers limited choices of trim size (usually standard sizes like 5.5" × 8.5" or 8.5" × 11") and usually two choices of paper (thinner and thicker). Book pages are printed with black ink only, and book covers are printed in color that can vary up to 10% on any given day (e.g., it might be slightly pinker or greener one day). However, many books look just fine within these limitations, and most readers would not know the difference.
Which is better?	Offset printing is better if you're printing in quantity or if you want to choose a certain trim size or paper for your book. Some publishers use digital printing initially for advance review copies to test their market and, if the book does well, switch to a larger print run on a press later.	Digital printing is better if you want smaller quantities and if your book is a standard size. Some publishers have already sold a large print run of books and now just want to print small quantities digitally as needed to keep their book in stock.

6

Planning your pages

Before setting up your pages in InDesign, take a few minutes to figure out what you'll need to include in your book pages. Use this chapter to make two checklists: one of the types of pages you'll include in the front and back matter of your book, and the other of the typographic elements you'll need to use throughout your book.

1 Choosing your front and back matter pages

Books can have several pages before and after the main text. As readers, we expect to find at least some of these pages in every book. A simple book, such as a novel, may only include a title page, copyright page, and dedication page at the front of the book. A nonfiction book may include a title page, copyright page, dedication page, table of contents, foreword, preface, and introduction in the front, and perhaps a glossary and index in the back. The material at the front of the book is called front matter, and the material at the back is called back matter.

On pages 24 and 25 you'll see the typical order of pages. All of the pages in the front and back matter are optional except the title page and copyright page. Odd-numbered pages are on the right-hand side of the book (called recto pages), and even-numbered pages are on the left (called verso pages).

Which types of pages will you need for your front and back matter? And is your book divided into parts or sections? Review the next two pages and make a note of which pages you might include in your book.



In a book, every single page is counted whether a page number is showing or not.

verso
pages

recto
pages

half title i

blank ii	title iii
-----------------	------------------

copyright © iv	dedication v
--------------------------	---------------------

blank vi	contents vii
-----------------	---------------------

contents 2 or blank viii	acknowledg- ments ix
---------------------------------------	--------------------------------

blank x	introduction xi
----------------	------------------------

introduction 2 or blank xii
--

Front matter (includes some or all of these pages)

- half title** includes just the book title
- title page (mandatory)** includes the book title, subtitle, author's name, and (optional) publisher's company, city, and logo
- copyright page (mandatory)**
- dedication**
- quote or epigraph**
- contents** (table of contents)
- list of illustrations**
- foreword** written by someone other than the author
- preface** written by the author
- acknowledgments** (or they can go at the back of the book)
- introduction**

There are only two pages you *must* include in your front matter: a title page and a copyright page. The title page must go on a recto page, and the copyright page must go on the verso page immediately following the title page (in other words, the copyright page is printed on the back of the title page).

All other pages in the front matter are optional. The usual order of the front matter is shown above. It's customary to begin each new item on a recto page (which may cause a few blank verso pages), or you may choose not to start each new item on a recto page, and that's fine too. You may decide that a Contents requiring two pages looks nicer on a spread. You'll see what suits *your* book when the time comes.

Front matter pages are usually numbered with lowercase roman numerals (i, ii, iii, and so on). It is less common, but still acceptable, to number a whole book consecutively starting with number 1. Page numbers are only added to pages following the Contents and never to blank pages. However, your final page count includes all blank pages.

Main text

- page 1** chapter 1 starts here, on a recto page

Or, if your main text is divided into parts:

- page 1** part 1 heading page
- page 2** blank
- page 3** chapter 1 starts here

verso pages recto pages

part one 1

blank 2	chapter one 3
----------------	-------------------------

Back matter (includes some or all of these pages)

- acknowledgments** (if not included at the front of the book)
- appendix(es)** usually listed as Appendix A, B, C, etc., or I, II, III, etc.
- endnotes** numbered, sometimes divided into chapters
- abbreviations**
- glossary**
- bibliography or references**
- index(es)**

last page of text or blank #	appendix #
---	-----------------------

appendix 2 or blank #	endnotes #
------------------------------------	-----------------------

endnotes 2 or blank #	index #
------------------------------------	--------------------

index 2 or blank #

Including back matter in your book is optional. Most nonfiction books include some back matter, perhaps a glossary, bibliography, or index. The order of pages shown above is customary but not mandatory. It's recommended that the index go last.

Back matter pages are numbered continuously with the main text. If your main text ends on page 138, your back matter will start on page 139.

As a self-publisher, you may want to include a few extra pages at the back of your book, such as a page advertising other products and services you offer, and/or an "About the Author" page with a photo and bio.

heading 1 ———> **2 Choosing which typographic elements to include**

no indents ———> Every book is different, and before creating your page design you'll need to know which typographic elements to include in your book design. For example, look carefully at this page. It starts with a heading, followed by a few paragraphs of text. Below are bulleted lists with run-in subheads. A running foot and folio (page number) are at the bottom.

main text with indent ———> The treatment of these elements was planned in the design stage to make this book easy for readers to follow. Flip through the pages and you'll easily find where each new part begins, the start of each chapter, the main headings, and so on.

The goal of good book design is to guide readers through your book in an unobtrusive way. Do this by providing clear and consistent treatments for each element.

run-in subhead ———> The two most common elements in a book, and ones you'll find in your manuscript, are:

- **chapter openings** can be as simple as starting a new page, or can include a number, title, and/or opening quote
- **main text** this is your book's narrative

Your manuscript may also include:

- **no indents** the first paragraph following any heading, including the chapter title, is not indented. This is traditional, and it does look nice and neat.
- **paragraph separators** extra space between paragraphs, sometimes including an ornament or asterisks (***), to denote the passage of time or a change of subject
- **bulleted lists** any list with bullets, like this one
- **numbered lists** same as bulleted lists except with numbers
- **extracts** lengthy quotations within the main text, usually indented or set in slightly smaller type to set them apart
- **sidebars** text expanding on the main text but set apart from it by a different type treatment or background, like the one opposite
- **run-in subheads** headings that are on the same line as the text they precede, like this one

running foot ———>

folio

- **captions** explanatory notes for text or images
- **chapter numbers** can be spelled out (chapter one), a combination of words and digits (chapter 1), or simply digits (1)
- **chapter titles** can vary in length from one word to a phrase requiring multiple lines
- **opening quotes** a short quote at the beginning of each chapter
- **quote attributions** crediting the author of an opening quote
- **headings** if you have more than one level of heading, separate them into Heading 1, Heading 2, Heading 3, and so on. Heading 1 will be the most prominent heading, and each subsequent level will be less prominent so the reader can follow your hierarchy
- **running heads or feet** a repetitive heading above or below the main text. Often the book title goes on the verso page, and either the chapter title or the author's name goes on the recto page
- **folios** page numbers

Look through your manuscript now and make a note of all the typographic elements you'll need to include in your book design.

sidebar



main text

- text
- no indents
- paragraph separators
- bulleted lists
- numbered lists
- extracts
- sidebars
- run-in subheads

images

- captions

chapter openings

- chapter numbers
- chapter titles
- opening quotes
- quote attributions

headings

- heading 1
- heading 2
- heading 3

page navigation

- running heads or feet
- folios

