1. Files that you need to supply

1.1 Essential

- The final manuscript [MS] should be a fully-proofed and spell-checked Microsoft Word file containing all text and image captions, but no images. Substantial changes submitted later in the design process [see 5] are time-consuming and costly so please ensure your MS is finalised.
- All images [photos, illustrations, diagrams] to be supplied in a separate folder and categorised into sub-folders for each chapter/section.
- Each image's filename must be numbered and correspond to a reference/figure number in the MS.

Images placed into Word are not suitable - we need the original images straight from the camera or phone that took the photos.

1.2 Desirable (in addition to Essential)

- A separate Word file with ALL content: text, images and captions.
- Text styles in Word already setup for body text, headings and captions.

2. Images [photos, illustrations and diagrams]

All imagery to be supplied in a separate folder, ideally in one sub-folder per chapter/section.

2.1 Photos

Photos will ideally be high resolution. Images placed into Word are not suitable - we need the original images straight from the camera or phone that took the photos.

Sometimes images we get sent are not high resolution. Here's a few reasons why:

- The original images are already low resolution because they were taken on a device with a low specification (often related to the number of megapixels on your camera or phone).
- When you composed the email to us your email application (Outlook, Mac Mail, Gmail etc.) compressed them either by you choosing that setting or perhaps as a default setting.
- You resaved the images back out of your manuscript / Word file which possibly means Word had already compressed them.

If the images are not high resolution we will likely use these pictures smaller in the layout which can negate pixelated/blurry appearance.

The best way to ensure you retain high resolution images is to send all the files via wetransfer.com or share the files via a cloud storage service like Google Drive, Microsoft OneDrive or Dropbox.

2.2 Illustrations and diagrams

- Illustrations and diagrams should be supplied as PDF files.
- You can export to PDF from most apps and this ensures that the graphics are 'vector' files which offer more clarity and sharpness when printing (vs other formats such as JPG and PNG).
- Please be aware that your fonts may not match the fonts chosen for the book design. Best to use a standard sans-serif, such as Helvetica or Arial, to have the best chance of a consistent design.
- Illustrations should not require extra artworking on our end, although this can be discussed.

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3. Book covers

We will design the book cover separately to the inner pages of your book.

We will design the cover after we have finalised the inner pages of your book. This is because we need a final page count before we can determine the width of the spine.

It is important that the cover attracts people, the images fit well and will be good for sales. Please create a separate document or folder with ideas and attach any relevant image files.

Please supply a back cover blurb of 150 words maximum.

If you have an endorsement or review please include this as a text file.

4. Indexing of the book

We expect the author to create the index of the book. We can create a simple index but the linking of subjects will not be nuanced - someone with knowledge of the manuscript and subject is best suited to this job.

5. Workflow: what to expect once you have submitted your files

A typical design process looks something like the following:

1. Author sends files to designer.
2. Designer assesses files and contacts author with any queries.
3. Designer resolves queries and provides estimated timescale for a first draft of the book.
4. Author receives first draft of the book (v1) and provides feedback and corrections via one of the following methods: email; Word document; sticky notes on the PDF; video call.
5. Designer implements changes and provides new draft (v2).
6. Author signs off book or provides final changes.
7. Book cover design, subject to simiar discussion and revision process as the inner pages.
8. Final sign-off of inner pages and cover.
9. Designer will upload the final version, add book metadata and confirm the files as print-ready.

It is possible that the author and designer may agree to inititate the cover design at any point during the workflow.

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