

# Workshop Outline

## I. Brief History of Island Blue and Printorium Bookworks

## II. The Process

### A. *Short Run and Digital Printing Defined*

1. Printing only what you need, when you need it
2. Printing vs. Publishing (we are not publishers)
3. How do we compare to a Trafford's, etc.
4. Maintaining control of the creative process

### B. *Getting an Estimate*

1. Fee Structure, Pricing & Proofing fees
2. Trim Sizes
3. Page Counts
  - a) Color vs. Black and White or a mixture of both
4. Paper and Cover stocks, laminating
5. Binding
6. ISBN and Bar Codes

### C. *Policies*

1. Security and Privacy
  - a) Copyright
2. Book Content
3. Guarantees
  - a) Quality
  - b) Shipping issues

### D. *Submitting Files for Printing*

1. Contact Info
2. Delivery Timeframes
3. PDF Files Defined
  - a) Preflight checklist
  - b) Cover files and inside files
  - c) What does Full Bleed mean?
  - d) CMYK and RGB
  - e) Resolution – 300 dpi, etc.
4. How to send Files

### E. *From Digital to Hard Copy*

1. The process that is involved with printing a book
  - a) Slide show illustrating the different areas and issue;
  - b) IGEN PRINTER – Cover & Colored Pages
  - c) DOCUTECH PRINTER – Black and White Pages
  - d) Laminating Cover
  - e) Trimming and Binding
  - f) Boxed up and Ready for Shipping or Pickup

### F. *Approving the Proof*

1. Dealing with File Changes
2. Placing Your Print Order

### **III. Design and Layout of Your Book**

*A. Design & Layout – not the best place to cut corners, in terms of production time frames and quality and the impact on marketing and distribution*

1. Choosing a Designer to help with the cover
2. Perfect Bound
  - a) Minimum page count
  - b) Maximum trim size
  - c) Calculating Spine Widths
  - d) Cover Issues (double sided, maximum width of a book, etc.)
3. Spiral Bound
4. Saddle Stitched
5. E-Books – HTML does not work for digital printing
6. Brief discussion on using Word

*B. Margins and Bleeds*

*C. PDF format*

### **IV. Converting to Adobe Acrobat (PDF format)**

*A. PDF Distillers*

*B. Preset Profiles*

### **V. Marketing, Distribution and Sales issues**

*A. Marketing Materials*

*B. Packaging and Fulfillment*

*C. Websites and PayPal*