

# TRADITIONAL OR ALTERNATIVE? WHO'S HELPING MAKE MY BOOK?

<p><b>Publisher</b></p> <ul style="list-style-type: none"> <li>owns the ISBN</li> <li>distributes and sells the book to the public, for example to bookstores, schools, and libraries</li> <li>Hires/Contracts/Commissions →</li> </ul>	<p><b>Author</b></p> <ul style="list-style-type: none"> <li>writes the story</li> <li>their job is to listen to their heart and tell a really good story!</li> </ul>	<p><b>Illustrator</b></p> <ul style="list-style-type: none"> <li>draws the pictures</li> <li>creates a visual story in pictures from the Author's words</li> <li>their job is not just to draw what the words say but to add their own unique vision of the story through art</li> </ul>	<p><b>Editor(s)</b></p> <ul style="list-style-type: none"> <li>helps the Author write the best story</li> <li>reads the story after or as it's being created, watches for spelling errors and provides their own suggestions for how to make it better, the Author may or may not take their suggestions.</li> </ul> <p>May also have:</p> <ul style="list-style-type: none"> <li>Copy Editors</li> <li>Translators</li> </ul>	<p><b>Art Director</b></p> <ul style="list-style-type: none"> <li>helps the Illustrator make the best pictures</li> <li>looks over the art as it's being made (thumbnails, drawings, final art)</li> <li>keeps an eye on the trim &amp; gutter and that there's enough room for text, offers suggestions</li> </ul>	<p><b>Book Designer</b></p> <ul style="list-style-type: none"> <li>brings together the Author's words and Illustrator's art into print-ready files for the printer</li> </ul>	<p><b>Printer</b></p> <ul style="list-style-type: none"> <li>turns the computer files into a printed bound book and prints the number of copies the publisher requests</li> <li>traditional offset printing: higher upfront costs but lower cost per book</li> <li>print-on-demand or digital short run printing: lower upfront costs but generally higher cost per book</li> </ul>
<p><b>Self/ Alternative Publishing</b></p> <ul style="list-style-type: none"> <li>YOU own the ISBN</li> <li>YOU distribute and sell the book</li> <li>YOU ARE or YOU Hire/Contract/Commission →</li> </ul> <p><b>YOU ARE THE PUBLISHER</b></p> <p>are you going to...</p> <ul style="list-style-type: none"> <li>just publish one book</li> <li>start a small indie press</li> <li>other</li> </ul>	<p><b>Who's writing my book?</b></p> <p><input type="checkbox"/> ME! <input type="checkbox"/></p>	<p><b>Who's creating the art for my book?</b></p> <p><input type="checkbox"/> ME! <input type="checkbox"/></p> <p><b>Art Style/ Materials:</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>Who's gonna edit my book?</b></p> <p><input type="checkbox"/> ME! <input type="checkbox"/></p> <p>Do I need a:</p> <ul style="list-style-type: none"> <li>Copy Editor: _____</li> <li>Translator: _____</li> </ul>	<p><b>Who's gonna help with art direction?</b></p> <p><input type="checkbox"/> ME! <input type="checkbox"/></p>	<p><b>Who's doing the design &amp; creating print-ready files</b></p> <p><input type="checkbox"/> ME! <input type="checkbox"/></p> <p>Final art will be:</p> <ul style="list-style-type: none"> <li>Scanned by: _____</li> <li>Photographed by: _____</li> </ul> <p><b>Important File Specs from Printer:</b></p> <p>_____</p> <p>_____</p>	<p><b>Who's gonna print my book?</b></p> <p><input type="checkbox"/></p> <p># of copies: _____</p> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>Print-on-Demand</li> <li>Short Run</li> <li>Traditional Offset</li> </ul>