

WEDNESDAY, May 13, 2014 • 7PM

Author Feud: The SLPA's book design game

The cover design, page layout and the space between the lines of text have an important purpose. They make your book reader-friendly. Poor design quality may give the impression it's not worth reading.

Join us in May for an evening of "Author Feud" as Peggy Nehmen and Cathy Davis, two professional book designers and members of SLPA, test the SLPA's "brain trust" for book design best-practices. Based on the "Family Feud" quiz show format, Peggy and Cathy will test your knowledge of professional book design. The person who gets the most right answers for each category get exclusive bragging rights for 2015!



Cathy Davis



Peggy Nehmen

Cathy's Top 10 Book Design Bloopers

1. **A too-tiny title on the front cover.** If your title is too small, no one will be able to read it on Amazon.com.

2. **Verbose title or subtitle.** Be succinct – too many words do not attract attention.
3. **Cramped cover.** If the cover is too busy it will put readers off.
4. **Fuzzy or stock photos.** Use a professional camera or hire someone to take an original photo. Avoid the use of stock photography. Nothing is worse than seeing your book on Amazon.com right next to another book with the same cover photo.
5. **Fonts gone wild.** Use easy to read fonts. If people can't read the words, they won't buy your book.
6. **Line spacing (leading).** Don't try to save money by cramming lots of words onto pages. Keep your text legible, airy and easy to read.
7. **Chapter starts.** Chapters always start on a right-hand page.
8. **Chapters too short.** If you have short, three-page chapters, you'll

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Savvy Media Relations for Authors: The New Rules of Profitable Self-Promotion

The SLPA presents Joan Stewart (aka The Publicity Hound) for this special workshop. Learn how to become a sought-after expert on your topic, using a wide variety of free and inexpensive tools. Joan will also reveal how the lines between old and new media have blurred, and what this means for publicity-seeking authors like you.



Joan Stewart

Here's just some of what Joan will cover in this three-hour session:

- Why the money isn't in the book but in spinoff products and services most authors never think of creating.
- The plethora of online book review and book recommendation sites where authors are promoting their books and building audiences of raving fans.
- How to use sites like Twitter, Facebook and LinkedIn to connect with traditional journalists (eight out of ten journalists use these sites to find sources for articles).
- The "little extras" you can offer to journalists and bloggers to convince them to cover your story.
- How to create your own TV channel on YouTube and use your videos as part of your publicity campaign.
- The worst mistakes authors make when trying to create publicity (Hint: The first one is on your business card).

JOAN STEWART WORKSHOP

Saturday, June 20, 9 a.m. until Noon
Westborough Country Club, 631 S. Berry Rd.
\$15 for SLPA members
\$30 for Non-members

To sign up for this great event, email
Warren Martin, vp@stlouispublishers.org

TURN YOUR AUTHOR WEBSITE INTO A BOOK-SELLING MACHINE June 10

Learn the essential elements that will whip your author website into shape. **Bob Baker** (past president of the SLPA) will cover the five elements every book-related website should have. After this meeting, you'll know how to attract more fans and sell more books online.

A Quick Guide

Book Design Conventions & Terminology

By Peggy Nehmen

Every industry has its lingo and book design is no exception. When you understand the terminology, you gain insight into how your book will be put together.

Did you know that books are organized into three parts?

Front matter, (such as title, copyright, contents, dedication, preface and introduction); text (your manuscript) and back matter, (such as appendixes, glossary, bibliography and index). To find out what goes where, refer to the Chicago Manual of Style or ask your book designer.

Why do some pages have Roman numerals?

Lower case Roman numerals are used on front matter pages only. Arabic numbers are reserved for all the rest.

Why are some pages blank? In printed books, blank pages are the result of publishing conventions. Only left-hand pages are blank. Have you noticed that new chapters always begin on the right?

How are fonts selected? Research has proved what designers and printers have known for a long time. Typefaces that have

small decorative embellishments, known as serifs, are easy to read. They are used for the main text. Times is a serif font.

Unembellished typefaces (sans-serif) are used for chapter headings and headlines to provide contrast. Arial is a sans-serif font.

Why are dashes different sizes? There are three types of dashes. Each is a grammatical mark with a distinctive use.

- The hyphen is the shortest dash. It joins words to form a combined meaning e.g., well-being and toll-free. The hyphen is also used to indicate a word break at the end of a line.
- The en-dash means through and it is used to separate inclusive numbers, e.g., Cardinals win 8 – 4.
- The em-dash is the widest of the three dashes. It indicates a strong break in thought and is used either in pairs – instead of parentheses – or alone to detach the end of a sentence.

Want to know more? Contact any of the graphic designers you'll meet at our SLPA meetings or visit our website: www.StLouisPublishers.org > [Meet Our Members](#) > [Service Providers](#).

GLOSSARY OF DESIGN TERMS

- Alley** – The space between columns of text.
- Book spread** – When the left- and right- facing pages of a book are laid out side-by-side.
- Gutter** – The gutter is the inside margin that accommodates the book's binding.
- ISBN** – International Standard Book Number. You need separate ISBN numbers for each version: hard cover, paperback, e-book and audio.
- Thumb space** – When a design element is given extra space so that you can hold the book without your thumbs blocking the content.
- Trim size** – A book's finished size. CreateSpace has a list of standard trim sizes: https://www.createspace.com/Special/Pop/book_trimsizes-pagecount.html
- Recto** – Right-hand page. Always an odd number.
- Verso** – Left-hand page. Always an even number.
- Widows and Orphans** – A paragraph ending (widow) or opening (orphan) line that is separated from the rest of its paragraph and left to dangle at either the top or bottom of a column of text. Usually considered an aesthetic defect.

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have a lot of blank, left-hand pages.

Consider working with your editor to combine some of your chapters.

9. **No running heads.** Running heads on the top of each page help readers navigate your book.
10. **No page numbers.** Page numbers help readers keep track of where they are.

Meet the speakers

Peggy Nehmen, a veteran graphic designer, has a love of typography, book design, and all things creative. Her design studio, Nehmen-Kodner, provides branding and marketing for self-published authors, start-ups and established companies. Peggy helps authors through the design process to produce customized book covers, and interiors. She is the current SLPA membership chair and a member of IBPA (Independent Book Publishers Association).

Visit Peggy's website at: NKcreative.com

Cathy Davis, is a creative brand strategist. As President/Creative Director of Davis Creative, LLC., Cathy helps entrepreneurs and small business owners monetize their passion and optimize their potential for success through brand strategy, graphic design and independent publishing.

Cathy's latest book, "UPSIdaisy – the Journal," is a companion book showcasing her original motivational/inspirational designs found on UPSIdaisy.com. Cathy is also the author of "SeeMore Frog & the Midnight Flight of the CanBees," a color-as-you-read motivational limerick available via Amazon.com.

Cathy is an Executive Board member of MVF (Missouri Venture Forum), an active member of PWA (Professional Women's Alliance), WEST (Women Entrepreneurs of St. Louis), and supports the efforts of Marygrove Children's Center.

You can find Cathy at: DavisCreative.com

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Angus Room
8001 Dale Ave.
Richmond Heights, MO 63117

Doors open for networking at 6:30 p.m. and meeting begins at 7 p.m. The formal meeting concludes at about 8:30 p.m. with networking until 9 p.m.

Regular meetings are free to members. Guests – \$10 at the door, cash or check only.

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