I Street: Resources

Winding your way through the POD world can be bewildering. Few of us can be a natural born editor, designer, and publicity department all rolled into one. Sure, you can type like no one else, you can use your cell phone to do cool things, and hey, once you even put a home video on YouTube. And, you've obviously finished an entire manuscript in a word processing program, but have you ever tried to design and layout an entire book? Do you know how to set your gutter margins or ever tried to create a PDF in Word? Do you have a copy of InDesign or other professional book design software, and if you do, do you know how to use it?

In a publishing house an entire staff is devoted to all of the technical stuff as well watching out for errors everywhere. Can you be that whole staff, spotting problems and fixing them as they occur? More than one indie publisher has proudly opened a box of books from the printer, only to notice right away that there's a big typo on the back cover. Damn.

It all seems so easy to do, and in some ways it is. But, be honest with yourself. Does your book look anything like a book from a publisher? If the answer is no, and if you want to do it right, there are some technical things you need to learn. Fortunately, we have professional editors and designers we can refer you to who can help you get through the process and make sure your book ends up looking

like something you and your family can be proud of, not something that will make others blush on your behalf.

We recommend attending an **I Street: Info Session** before making an appointment with the publishing assistant. If you aren't quite ready to publish take a writing, design or publishing class from **I Street: A Community Press and Writing Center**. I Street will offer a variety of writing and publishing classes, beginning in late January 2012.

www.saclibrary.org/istreet

I Street: Info Sessions are facilitated by:

Jennifer Basye Sander, author of the Complete Idiot's Guide to Getting Published and 50+ other books. She was acquisitions editor for Prima Publishing and Random House and founder of Big City Books Group. Jennifer works as a ghostwriter, co-author, book doctor, and consultant to authors. She teaches in the UC Davis Extension program and her own Publishing School for Writers, Write By the Lake and Write by the Farm.

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Maryellen Burns spent her early years in the publishing business. As director of ArtWorks@ she connects museums, libraries, schools, artists, writers and other creative types to the resources they need. She is also a free-lance researcher, writer, and editor, plus teaches workshops on the book arts, food writing, and community and family history.

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Vanessa Perez has been a designer in the publishing business for over fifteen years. A former art director at Prima Publishing and Random House, she now freelances for large publishing houses, self-published authors, and everything in between, creating artwork from cover

For additional editorial, design, marketing and publishing services contact:

Art Directors and Artists Club (ADAC)

The Sacramento Art Directors & Artists Club, is a 100% volunteer-staffed, non-profit organization. The mission of ADAC is to educate, inspire and advocate for visual communication professionals in Sacramento. ADAC provides a list of freelance professionals.

www.adac.org/about

to cover. Vanessa has created print-ready book files for many types of print presses, including the Espresso Book Machine.

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Natana Prudhomme has been a freelance graphic designer for roughly six years. Her projects span small business branding and marketing, promotional design for musicians, and independent literary magazines. She has developed the identity of I Street Press at the Sacramento Public Library and designed the magazine Under the Gum Tree. Natana Prudhomme finished her Masters in Studio Art at California State University, Sacramento, in May of 2011.

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ArtFox helps independent authors get their work to the marketplace. We offer one-on-one consultations, classes, talks, and workshops on every aspect of the publishing process -- from inception of an idea to how to arrange a book tour and everything in between. We specialize in the design of art, food, culture, politics, history and illustrated works.

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Other Resources

Amberly Finarelli has worked in the publishing and writing field since 2003 as a copy editor, proofreader, manuscript evaluator, and writer. In addition to writing, editing, researching, and proofing for magazines and literary reviews, Amberly has worked for book publishers and literary agencies offering such services as copy editing, manuscript evaluation, and project management.

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Karen Phillips is a book cover designer who has produced covers for Poison Pen Press and other indie publishers. Karen studied Applied Art & Design at California

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Ingrid Lundquist – TLC Publishing provides custom book services for authors who wish to self-publish but are uncomfortable and inpatient jumping through the hurdles of the POD industry. We guide your manuscript through editing, cover design, printing, and into your hands.

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