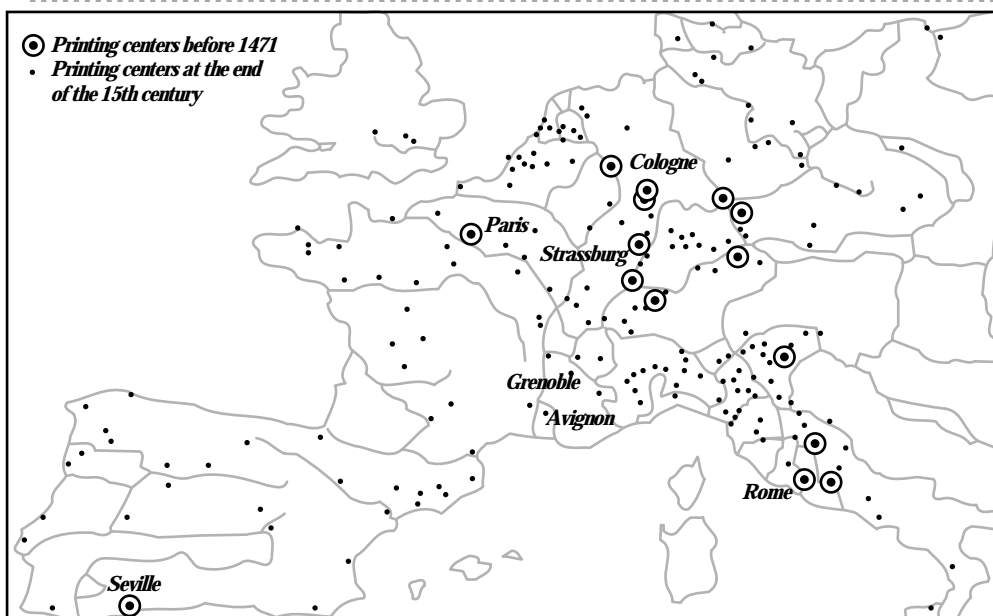


Do-It-Yourself Publishing

During the Middle Ages, most books were handwritten by people called scribes. Around 1400, though, more and more people were interested in learning, and the need for books was growing. The German goldsmith Johannes Gutenberg developed a way to meet that need. He adapted a winepress to make a printing press and invented a mold to make the movable metal type that it used. He also invented a new kind of ink that would work with the metal type. Others followed Gutenberg's example, and the publishing industry was launched.



The rise of printing centers in Europe through the fifteenth century

Since Gutenberg's day, countless numbers of books on every imaginable subject have rolled off the presses and into the hands of eager readers. Perhaps you've even considered writing a book yourself. Before the time of personal computers and desktop publishing programs, you would have had to find a publisher to

help you. Today—with a little creativity, a lot of hard work, and the right equipment—you can do it yourself.

The Publishing Process

When you pick up a book in the book store or library, you probably notice the name of the

author right away. If the book has lots of illustrations, you may also pay attention to the illustrator's name. Those names are important, but they don't tell the whole story.

Many people are involved in creating a book. After the **manuscript** is complete, the author sends it to an editor in a publishing house. The editor may accept the book as is, reject it, or suggest some changes. Once a manuscript is accepted, it goes to the **designer**. Then the publisher's real work begins. The designer has many decisions to make regarding the specifications, the **layout**, and the overall look of the finished product. What size will the book be? What will the **typeface** look like? How will the type be arranged on the page? How many illustrations will there be? Where will the illustrations go?

After these decisions have been made, the manuscript is sent off to a **typesetter** or to a type stylist who works with the electronic files the author has created. When the **proofs** are returned, the copy editor and the designer get started. The copy editor proofreads to correct typing mistakes, grammatical errors, and wording that just doesn't sound right. The designer checks the art and begins to make up **mechanicals**—master pages that show where everything in the book belongs. Today the designer often makes the mechanicals with a computer. Before computers, designers cut out blocks of type and copies of the illustrations and pasted them onto large sheets of pasteboard manually.

Then the mechanicals go into **production**, where the art and the pages are prepared for printing. The final proofs come in. After one last check, the printer prints the pages, **binds** them together, and adds the cover. The book is completed and ready to go on sale.

Desktop Publishing

“Desktop publishing” may sound like something you might do on your desk at school, but it is the term for publishing on a computer, either on the job or at home. When you use a computer for desktop publishing, you become your own publishing company. You are the author, the editor, the copy editor, the designer, and, if you are artistic, maybe even the illustrator.

Self-publishing a book is a big job. Before you decide to become a desktop publisher, there are some things you need to know.

Some ideas are just not **appropriate** for desktop publishing. If your book is very long, is an unusual size, or if it has a hard cover or many full-color pictures, it will be very expensive to publish. If you think your book will be difficult to sell, you might

publishing project. At minimum you'll need a computer with a word processing program. If you have access to a publishing program to help you design page layouts, that's even better. For art, you have a few choices. You can buy computer clip art. That's art that is in the **public domain**. That means it does not have a **copyright**, so anyone who buys the program may use the



Desktop publishing

prefer to go to a large publisher with a sales department. If your book is under fifty pages, has a small amount of mostly black and white art, or is being written **specifically** for a special audience, it's a good choice for desktop publishing. An **anthology** of stories written by you and your classmates, a cookbook with recipes from parents, or a history of your town, school, or family, would be easy to publish and sell.

You'll need some special equipment for your desktop

publishing project. A **scanner** is a device that copies pictures right into your computer. If you have a scanner, you might want to draw pictures and scan them into your **document**. Or you can use photographs that belong to you. The one thing you must not do is put published photographs or drawings into your book. Those pieces of art are probably copyrighted, and using them is not legal. Another **essential** piece of equipment is a printer. The better the printer is, the better your pages will look. Inkjet and laser are the best kinds of printers.

Printing Your Book

After you've prepared your pages, you'll need to have your book printed. For this **phase** of your project, you may need outside help. If your book is very short and you want to make just a few copies, you may want to take the completed pages to a copy shop. If your book is longer, or if you want many copies, you'll need to look for a printer to print and bind your book. Take your completed pages to a few local printers and ask them to give you a cost estimate. Ask to see samples of their work, too. Talk with your printer about the best way to bind the

book and how much binding will cost. Finally, ask whether you can visit the printing plant to watch the book on press and to catch any mistakes. Once your book is in the printer's hands, you're almost done.

Your Own Copyright

Would you like to copyright your book? A copyright is easy to obtain. To find out how, write to: Register of Copyrights, Library of Congress, Washington, DC 20559.

Then sit back, **browse** through your book, admire your name on the cover, and enjoy.

Did you know?

The printing presses of today little resemble Gutenberg's early invention. Modern-day printing presses are a couple of stories tall and often more than a hundred feet long. They spit out pages at a blinding speed, and it takes a team of workers to keep them going.

Keeping Sharp

Proofreading

There are four errors in the sentence below. Write the sentence correctly on the line.

After youve prepared your pages you'll need to have your book printed



Web presses are used to manufacture newspapers, magazines, and books.

Step 4 · Applying What I've Learned

Comprehension: Listing Details

Look at the list of publishing professionals, and write their titles on the numbered lines. Then find words or phrases from the article that describe what each person does as part of the publishing process. Write the words and phrases in the boxes.

printer author editor designer illustrator copy editor

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Comprehension: Compare and Contrast

Now write a sentence or two comparing or contrasting the roles of two of the publishing professionals.



Questions, Anyone?

- *How a Book Is Made* by Aliko. Harper & Row, 1986.
- *How a Book Is Made* by Carol Greene. Childrens Press, 1988.
- “The Writer’s Digest Self-Publishing Blueprint” by Eve Paludan. *Writer’s Digest*, December, 1994.