

BOOK WORKS FACT-SHEET ONE

PRODUCTION

Production

Production is the making of the book. It begins with the initial idea and ends with the printed copy; in between, issues about contracts, permissions and budgets come into play, leading to questions of form, decisions about printers, designers and choice of paper.

Contracts

Most artist publishers, working for themselves will not need contracts. However, should you need to appoint a designer, photographer or editor, or if you are working in collaboration with someone, you may need to make a contract.

A typical contract that we use at Book Works is quite simple. It usually contains the following information:

Title of book and author's name

Edition size

Publication date

ISBN number

A book production schedule including deadlines for receipt of information

Outline of proposal and who is responsible for what

Format and size

Fee specifying frequency of payment and percentage on royalties

Copyright information including who owns the copyright

The contract should be signed and dated by both parties.

Information needed for a basic contract:

Book Works Publications

Contract between xxxxxxxx and Book Works

Book Works would like to commission you to produce a publication in collaboration with us.

Title of the book: xxxxxxxx

No of copies: xxxxxxxx

Launch date: xxxxxxxx

ISBN No: xxxxxxxx

General information about the Book:

Format and production details

A5 format (dimensions in mm), full colour, soft cover, approx 96 pages.

Design and print production to be co-ordinated by Book Works

We would like to offer you a fee of £ xxx for all original research, and completion of the books up to production stage, materials and any expenses.

The fee will be paid in two instalments: £ xxx on receipt of signed contract, and £ xxx

on completion of the book. Please send a receipt to XXX for payments received

You will also receive xxx free copies of the book, and further copies will be available to you at a special discount price of 50% of the retail price.

No royalties are to be paid from this publication, permissions and a new contract will be drawn up should further subsequent editions be printed.

XXX will direct all aspects of production, in full consultation with the artist/author, including decisions involving editorial control, budget, promotion and distribution of the book. XXX will respect the right of the artist/author for approval of the final edited version of the work. You will be consulted at each stage of the process, sent revisions, typeset manuscripts prior to printing and sent or asked to agree printers proofs, and also expected to help take decisions about the way in which the work is presented in book form. You will also be asked to work to deadlines and attend meetings as agreed, and must be willing to take some active part in the launch/promotion of the book. XXX will edit this book.

Please keep in touch with progress on the book, and if you are unable to meet deadlines you must let us know. XXX cannot agree the publication date if a finished draft of the book is not submitted by the agreed schedule, and the artist must tell XXX if delays occur. XXX reserves the right to renegotiate this contract or withdraw from publishing the book if delivery of the manuscript (text and images) is submitted after the agreed date.

XXX is committed to keeping this book in print. If requested rights will revert to the artist/writer if the book remains out of print, or for other reasons by mutual consent. XXX will not unreasonably withhold rights, and will explore in collaboration with the artist/writer other publishing possibilities for the work, including, new editions and various publicity reprints. Any fees for sales of rights in English will be divided as 50% to the artist/writer and 50% to the publisher.

Copyright for the book belongs to the artist and Book Works.

Copyright for the text/images belongs to xxx

All rights reserved.

No part of this publication in this form can be copied, reproduced or transmitted save with written permission from the publisher in agreement with all copyright holder(s).

The text and images belonging to individual copyright holders may be used by them in subsequent work, in which case Book Works should be acknowledged as the publishers of the book. All funders and copyright holders should be acknowledged as appropriate.

Please sign and date one copy of this contract if you are in agreement with the conditions. The other copy is for your safekeeping.

On behalf of Book Works
Signature xxxxxxxx
Date xxxxxxxx

On behalf of
Signature xxxxxxxx
Date xxxxxxxx

Copyright

The contract contains copyright information that usually includes the following information:

Copyright for the book belongs to the artist and Book Works.

Copyright for the text and images belong to the artist (this would be modified if the images are taken by, for example, a photographer).

Any other part of the book, for example, reproduction of a poem, must be credited as appropriate.

Each party agrees that the book cannot be reprinted or reproduced without the permission of the other party.

If the book is reprinted or used in a different format the artist agrees to acknowledge Book Works as the publisher of the book. All funders and copyright holders should be acknowledged as appropriate.

In addition, the book itself should contain further printed information:

Copyright © Book Works and the artist
All rights reserved. No part of this publication may be reproduced, copied or transmitted save with written permission from the publishers or in accordance with the provisions of the Copyright Designs and Patents Act, 1988.

Often fees can be paid for reprinting, translating or reproduction of material from the book. If you are publishing yourself you will need to negotiate these with the organisation wishing to use the material. You should ensure that a proper credit line is printed in any new edition that accurately acknowledges the original edition, author and date.

Permissions

If you are reproducing another person's work in whatever form, it is wise to seek permission first. Usually, because of the size and nature of artist's publications, there will be no fee charged but, occasionally, there may be a fee to pay either to the artist, their gallery or to their agent for reproduction of work. All work reproduced must be acknowledged in the Acknowledgments section at the back of the publication.

Fees

Book Works usually pay artists a fee for their contribution to a book. This is paid in two parts: one at the start of the research period and the remainder on submission of the final work. Some artists opt for a royalty instead i.e. a percentage of each sale (usually 10% of cover price on home sales, and 10% of net income on export sales, to take account of additional postage costs, or distributors fees). This means that they may have to wait until all books are sold to receive their full fee - and this can be a risk if all books do not sell! However, this can be a beneficial arrangement as it frees up money at the start of the project; this money can be injected into production costs and the book can be more ambitious. Royalties are paid bi-annually.

Budgets

Artist's books can take many forms - from simple folded, photocopied sheets through to lavish hand-printed unique books. Obviously, the form of the book and the size of the edition will affect the costs involved. It is worth visiting a specialist shop or artists' book fair to see the breadth and scope of book production. A list of these is included in Factsheet 4. Book Works publications are usually, but not always, printed in editions of 1,000 and upwards.

When considering the form of the book you should think about the practicalities of book distribution - will the book survive being handled by bookshop browsers and delivery people? Will it be easy to display in bookshops? Will the book have a spine to stop it getting lost on bookshelves?

When setting the budget you will need to calculate income and expenditure. Initial income may come from a grant or sponsorship. If you are planning on generating income from sales you must be aware income from sales may not appear in the first few months and that payment for retail sales may take several months to appear - calculate cash flow and work out a contingency. Expenditures include artist/writers fees; copyrights/permissions; editor and proof-reader fees; production costs including design and printing fees; marketing (advertising and promotion); and admin and other overheads.

An example of a budget for an artists' publication

A5, two-colour, 96 pages with softcover, print run of 1,000 copies

Estimated expenditure

1. artists/writers fees to include research, original material etc	1,000
2. Copyright/permissions	250
3. Editor and proof-reader fees	600
4. Production design fees	1,000
	1.2

<i>print production includes repro, printing, binding</i>	5,250
5. Marketing	
Advertising	250
Promotion, card, leaflet, email shot	500
Mailing	250
6. Repping and distribution	350
7. Admin and overheads	150
8. Contingency	500
9. Royalties	
Based on 10% of retail price	693
Total expenditure	10,793

Estimated Income

*Based on 80% sales on an edition of 1,000
copies, with retail price of 11.95*

*Retailers discount 35%, distributors discount/repping
costs @50%, and direct sales @ full price.*

Earned income based on retail price of 11.95

400 copies @35% discount	3,108
200 copies @50% discount	1,195
200 copies @ no discount	2,390
Total book sales income	6,693

Grants/sponsorship/private	4,100
Total income	10,793

Fundraising

Grants for publishing projects:

www.artscouncil.org/funding/index.php
Grants for the arts are for individuals, arts organisations and other people who use the arts in their work. They are for activities carried out over a set period and which engage people in England in arts activities, and help artists and arts organisations in England carry out their work. Grants for the arts is funded by the National Lottery. The website contains details of eligibility, application deadlines etc and a downloadable application form. For further information, telephone arts officer in your appropriate region eg London, North-West etc – visual arts department; or possibly literature department.

www.henry-moore-fdn.co.uk

The Foundation does not give grants to individual applicants, nor does it provide revenue expenditure. Applications can be made at any time but the Foundation's grant committee meet four times a year. Application guidelines available from their website. The Henry Moore Foundation also administrate grants from the Esmeé Fairbairn Foundation.

The Elephant Trust

Ruth Rattenbury, Administrator, The Elephant Trust,
Bankside Lofts, 65 Hopton Street, London SE1 9GZ
www.elephanttrust.org.uk

Other possibilities include:
Calouste Gulbenkian Foundation
www.gulbenkian.org.uk

The Wellcome Trust – as part of its Public
Engagement programme
www.wellcome.ac.uk

Colleges and universities – usually open to lecturers
only

Sponsorship in-kind is also possible – towards
design or printing costs; paper or materials
sponsorship; free publicity; drink sponsorship or loan
of a venue.

Some bookshops are now publishing books eg
Artwords Press, Alberta Press; bookartbookshop
etc – they may also host book launches or provide
window displays etc

It may be expedient to try and find a partner to work
with, eg a gallery or an organisation, to act as the
publisher and to help with marketing and distribution
as well as funding.

Design

It is usually best to find a designer by
recommendation or by looking at other publications
that you like. Another possibility is to visit degree
shows to find interesting designers. Arrange to meet
the designer to look at their portfolio and to see if you
can effectively communicate ideas to each other – a
good working relationship will produce a good book.
Brief the designer clearly, and in writing. Obtain a
written estimate and make sure that you are clear
what this covers, for example, some designers will
liaise with the printer on your behalf.

The cover of the book should attract and
inform the prospective customer. The cover should
contain information about the book – title, artist,
publisher's imprint and ISBN. However, some of
Book Works publications do not include all of this
information; we have used stickers to include extra
information that can be removed, maintaining the
'purity' of the artist's concept. Before finalising the
design it is worth having a good look at examples
of books in a bookshop, to judge the effectiveness
of their design and to see how they work in a retail
environment.

Printers

Look for a printer in the same way as you would look
for a designer – look at other books and ask around
for recommendations. Ask other publishers about
the reliability of printers – do they meet deadlines?
What is their track record like? Do they only print

books? Are they able to achieve the high standards of print reproduction and finishing needed for art publications?

Once you have decided on a printer you will need to get an estimate - it is wise to get as many as three estimates as they can vary widely. To obtain an estimate you will need to specify your requirements - include details of dimensions; number of pages; type of paper for pages and cover (the designer can advise on this); number and type of images; scanning resolutions; binding; proofing options (discuss with printer); quantity; and delivery address.

A word of warning: It is possible to save money at the printers by scanning images yourself. However, we would recommend that you discuss the quality of your scans with a printer, as it may be not be as cost-effective as you imagine.

You may want to check the progress of your publication on press - to check colour balance, quality etc, in this case it may be better to select a printer close to home rather than the cheapest one. Or, if you are not experienced with this, this may be something that the designer can deal with.

Things to specify when asking for an estimate

- Size
- Number of pages
- Edition (print run)
- Colour or black & white printing
- Number and type of images
- Images scanned by printer or supplied
- Type of paper
- Hardcover or softcover
- Type of binding - perfectbound, wire-stitched or sewn
- Proofs included - what type
- Proof on press
- Shrinkwrapped
- Delivery address
- Format of artwork supplied

Print On Demand

Print on demand (POD), sometimes called publish on demand, is a digital process in which copies of a book are not printed until an order has been received.

FE Burman is a digital print supplier, based in London that offers high-quality digital colour printing in quantities from one to several thousand. Their website, www.feburman.co.uk has a form to submit for an estimate.

Other companies such as www.lulu.com, www.bobbooks.co.uk and www.blurb.com offer digital printing that is completely based online so you upload your layout via their websites. Bob Books and Blurb provide downloadable book layout software with pre-designed templates whilst Lulu allows uploads in many common file formats such as PDF as well as Word documents for text books.

Mute magazine is printed on demand, they

also offer a service called OpenMute POD that allows you to print books, with high quality black and white print bound with colour covers, in numbers from 1 to 100+ starting at just £1.99 each. More information at www.openmute.org

Dear Lulu is a test book researched and produced by graphic design students and Prof. Frank Philippin at Hochschule Darmstadt, Germany, during an intensive two-day workshop with London-based designer James Goggin (Practise). The book's intention is to act as a calibration document for testing colour, pattern, format, texture and typography. It can be downloaded for free here: <http://www.lulu.com/content/2709735>

Many print on demand services also offer the publisher to sell online, via the website or through online stores such as Amazon - to sell online you will need an ISBN.

International Standard Book Number (ISBN)

The International Standard Book Number or ISBN is a thirteen (previously ten) digit number that identifies a book. Book Works publications have prefixes that identifies them as Book Works publications. If you wish to sell books through major bookselling chains, or internet booksellers, it is advisable to have an ISBN to assist their internal processing and ordering systems. Publisher registration with allocation of an ISBN prefix plus a list of all 10 associated ISBNs costs £107.18 including VAT. The list is issued by email or can be posted if required.

It is not possible to obtain a single ISBN. Applications generally take up to ten working days to process. For an additional fee of £57.50 a fast track service, taking three working days, is available. The ISBN Agency will charge for calculating further numbers as needed. Further information concerning the rules for obtaining ISBNs can be obtained from www.nielsenbookdata.co.uk

An ISSN is an International Standard Serial Number that is used for numbering journals, magazines, periodicals, newspapers and letters and is administered by the British Library. Telephone 01937 546 959 or email issn-uk@bl.uk.

Information on new titles should be sent to Nielsen Bookdata who offer a free shortlist service. This information is supplied to a limited number of booksellers (including Amazon) and libraries in a variety of formats. This information is also used by TeleOrdering - a centralised ordering system that sends orders from bookshops to publishers via fax, email or letter. More importantly, this information is also supplied to the British Library for their Cataloguing-in-Publication (CIP) programme which holds information of all books in print and is used by libraries worldwide.

Nielsen Bookdata can be contacted at 89-95 Queensway, Stevenage, Herts. SG1 1EA. Telephone

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www.nielsenbookdata.co.uk

Barcodes

Barcodes are increasingly used as computerised stock control systems are utilised by booksellers. Book Works does not always place barcodes on their books – mainly for aesthetic reasons. It is not necessary for small publishers to supply bar codes on their books as most bookshops are able to generate their own bar codes for use with their particular system. This is an online barcode generator that creates barcodes in different formats:

www.terryburton.co.uk/barcodewriter/generator/