

CREATE YOUR OWN ART BOOK

PRESENTATION TO THE CHICAGO WOMEN'S ART CAUCUS

By Joe Vangsness 1/29/13

TRENDS IN TECHNOLOGY

- Print on demand
- Espresso book machine
- Electronic books
- Smart phones & tablets

PUBLISHING TRENDS

- Big 6 down
- Indie publishers & small presses
- Self publishing
- Self publishing consultants
- Firms set up to help self publishers

BOOK TYPES

- Fiction
- Nonfiction
- children's
- Art/photography/sculpture

ART BOOKS HAVE DIFFERENT ISSUES & CONSIDERATIONS

- Focus on images
- Less on text
- Print quality for color is very important
- Have different sizes to show off the images

ONLINE SERVICES FOR PRINT ON DEMAND

- Lulu
- Blurb
- Magcloud (Hewlett Packard)
- Createspace (Amazon)
- Lightning Source (Ingram)

DESIGN OPTIONS

- Use tools at Lulu or Blurb get printed with them
- Use software & templates to develop your book then send the file to the service
 - Word
 - MS Publisher
 - InDesign or Quarkexpress
- May or may not need to convert the file to a PDF file

ART BOOK TYPES

- Retrospective
- Short essay
- Several images (image right, text left)
- Exhibition catalog
- How to art book
- Focus or theme
- By location
- By media
- By subject matter the figure, the landscape, portraits

GET STARTED

- What type of book? purpose?
 - Book as a marketing piece for prospects, clients, galleries
 - Publish the book to make a profit
 - For private distribution (family, friends, etc)
- Printing, publishing and ebook choices?
 - Get your book into print and available for purchase at the print service
 - And get your book into distribution at Amazon, B & N & others
 - And get your book into an electronic form at the print service
 - And get you the eBook put into distribution on Amazon & others
- What you will need
 - Images
 - High resolution 300 dpi
 - Design skill
 - Text content
 - Marketing plan

BOOKS

- Self-Publishing Manual, Dan Poynter
- Self-Publishing Manual Vol. II, Dan Poynter
- The Indie Author Guide, April L. Hamilton

WEBSITES

- www.meetup.com/Small-Business-Technology-Chicago
- www.parapublishing.com - Dan Poynter
- www.thebookdesigner.com/ - Joel Friedlander

Joe Vangsness
Vangsness Consulting Inc.
833 W. Chicago Ave. Ste 204
Chicago, IL 60642
312-455-1126
www.vangsness.com
jv@vangsness.com

COMPARISON OF PRINT ON DEMAND SERVICE PROVIDERS

	BLURB	LULU	MAGCLOUD	CREATESPACE	LIGHTNINGSOURCE
Owned by			Hewlett Packard	Amazon	Ingram Content Group
Primary target market for their services	Self-publishers who are artists, photographers, sculptors, architects, designers & others	Self-publishers who are artists, photographers, sculptors, architects, designers & others	Self-publishers, businesses, marketing professionals	Self-publishers in fiction, nonfiction & children's books	Publishers, self-publishers
Types of products	Books	Books	Magazines, brochures, posters, tabloids, books	Books	Books
Software tools online	Bookify eBook editor	Y			
Software to download	Booksmart				
Templates	inDesign	Word	Word, MS Publisher inDesign, Photoshop	Word	No templates, but specifications
Software integration	inDesign Adobe Lightroom				
File types accepted	PDF	PDF, DOC, DOCX, RTF	PDF	PDF, DOC, .DOCX, RTF	PDF, inDesign files, Quarkexpress files
Online bookstore	Y	Y	Y	Y	Ingram Content Group For distribution
Your web page	Y	Y	Y	Y	
Offers design services		Y		Y	
Suggests design services	Y		Y		Y
Sign Fee as a customer					Y
Fee to start a book project					Y
Will assign your book an ISBN		Y		Y	
Will let you enter your own ISBN	Y	Can purchase from them or use yours	Y	Can purchase from them or use yours	You must supply your own ISBN
Will distribute your book to Amazon		Y no fee		Y	Annual fee \$12 distribution through Ingram Content Grp
Will distribute widely		Fee \$75		Fee \$25	
Relative cost for book	High	High	Medium	Medium	Less than medium
Electronic book option	iPad format & PDF	ePub format & PDF	iPad format & PDF	Convert to Kindle for a fee	