

**NOTES FOR POTENTIAL AUTHORS Version 2 (11 June 2014)**



**1. LDP publishes books related to design education research and design theory.**

**2. LDP publishes in 2 essential formats**

- **'Big books' or 'Collections'**
- **'Squibs'**

[www.ldpress.co.uk](http://www.ldpress.co.uk)  
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Whilst LDP is building up its list of titles in these formats, i.e. perhaps until 2015, other possibilities will not be considered. So, if these formats do not suit your publication, then please seek a different publisher. We'll be pleased to use the LDP blog to help publicise contributions to design education research and design theory regardless of the publisher, so please let us know, if you would like us to do this when your work is published. The table below shows the characteristics of these formats. If you feel that one of them is right for your work, and LDP is the right publisher for you, then we'll be pleased to consider your manuscript.

	<b>'Big books' or 'Collections'</b>	<b>'Squibs'</b>
Length	~250 pages	~100 pages
Characteristics	<ul style="list-style-type: none"> <li>• B&amp;W &gt; paperback</li> <li>• Full colour &gt; hardback</li> <li>• Printed 189 x 246 mm</li> <li>• Numerous tables and figures</li> <li>• Front cover features author version of the favicon</li> </ul>	<ul style="list-style-type: none"> <li>• B&amp;W</li> <li>• Kindle dimensions</li> <li>• Screen size, 91 x120mm (A5 proportions, ratio 0.62)</li> <li>• Text only, or with some half-tones</li> <li>• Printed on Royal (156 x 234 mm)</li> </ul>
ebook conversion	<ul style="list-style-type: none"> <li>• ePub ... free flowing text to run on readers other than Kindle. This will only be effective with straightforward book designs (<b>48%</b> of the market, 2012).</li> <li>• mobi ... (ie for Kindle) less likely to work</li> <li>• May need to be fixed format (more expensive)</li> </ul>	<ul style="list-style-type: none"> <li>• mobi ... (i.e. for Kindle) (<b>50%</b> of the market for 2012)</li> <li>• Also ePub (<b>48%</b>)</li> <li>• And secure pdf downloads</li> <li>• <b>98%</b> of the market</li> <li>• The Kindle has a 'text to audio' function which has potential for inclusion</li> </ul>
Notes	<ul style="list-style-type: none"> <li>• Print version is really the dominant form</li> </ul>	<ul style="list-style-type: none"> <li>• Ebook is really the dominant form</li> <li>• ... but 70% of ebook owners buy a print copy as well</li> </ul>
Possible example	<ul style="list-style-type: none"> <li>• <i>Design: Models of Change</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Design Education: a Vision for the Future</i></li> </ul>

### 3. Book design

There are of course numerous ways in which books can be and have been designed. LDP has decided to standardise the design of its books in order to provide a greater sense of unity; creating a visible body of published work concerning design education research and design theory. For the **Big books' or 'Collections'**, the design is embodied in *Design: Models of Change* by Ken Baynes. Some of the essential features are as follows.

- The use of Myriad Pro as the font, in 11pt for the main text.
- A single column text format of 137mm width.
- Figures and Tables can be spread across the whole page, or make use of the margin as appropriate.
- A colour is chosen in consultation with the author (Ken Baynes > red, Xenia Danos > Mediterranean blue). This colour is used:
  - To create a placemaker for use before the book is published based on the LDP favicon (for use on the LDP website and in Newsletters etc);
  - In order to highlight features such as some figure captions and titles in the full colour hardback of the book.
  - For the coloured stripe around the book that will be a feature of all LDP book covers in order to provide greater visual identity for the series (see the red stripe on the cover of *DESIGN: Models of Change* for an example).
- The favicon with the author's colour will appear :
  - On the back cover of the book to mark the 'About the Book' section which will match the LDP website
  - On the front cover of the book in some form and with an intervention either designed or suggested by the author.

For Squibs, the book is essentially B&W text, although some half-tone images could be used.

- *DESIGN EDUCATION : a Vision for the Future* provides a model of the intended cover design and format.

### 4. Marketing

The books and ebooks will be distributed by [www.printondemand-worldwide.com](http://www.printondemand-worldwide.com). Their feeds go to all the major retailers and will provide some impetus to sales, which will be supplemented by the LDP website and, of course, the author's own initiatives. Customers can choose where they purchase and in which format and full details are provided to all retailers through the Nielsen's database. LDP will provide a 'buy button' linked to Printondemand-worldwide and specifically, [The Great British Bookshop](http://The Great British Bookshop) , which is LDP's recommended supplier. LDP's titles can be found at:

<https://www.thegreatbritishbookshop.co.uk/book-publisher/loughborough-design-press-ltd>

The LDP website (see [www.ldpress.co.uk](http://www.ldpress.co.uk)) is designed to promote the author(s) and provide interaction with their readers. When a contract is signed:

- Author webpages will be set-up announcing the book which will use the LDP favicon in the authors' chosen colours.
- There will be a page 'About the Author'.

- There will be a page 'About the Book' that will contain interactive elements.

For Big Books and Collections the making of a 5-6 minute promotional video will be considered which could then be placed on the 'About the Author' page and on LDP's YouTube channel, if the author wants this to happen.

Additional marketing efforts will be made in due course eg webinars with the authors, and book brochures and leaflets.

## **5. Working with Authors**

Once a contract has been signed, the author(s) will have undertaken to deliver the manuscript (in MS Word or similar), a list of all the figures needed which are to be supplied as separate files (as jpegs of similar formats) by a specified date. It is the author's responsibility to obtain copyright permission for the use of any material owned by Third Parties in the publication, although LDP will be pleased to offer advice and support this process. These will be reviewed by the Editorial Director and any changes required negotiated with the author(s).

Once these negotiations are completed a draft layout will be produced using InDesign and a pdf supplied to the author(s) for review. Once feedback on the draft layout has been given, a print proof will be produced. This will be printed on recycled paper for proofreading by the author, as well as in-house, and to mark minor alterations. Only a limited number of such alterations will be accepted at this point.

Whilst this is happening the cover will be designed, either developing the author's ideas for an intervention relating to their favicon, or by LDP. LDP has final responsibility for the design of the cover and will try to take the author's views fully into account.

## **6. Promotional Videos (if required)**

These will be produced in association with Simcoemedia (see [www.simcoe.co.uk](http://www.simcoe.co.uk)) according to the model that LDP has developed. The video 'About the Book' ... *DESIGN: Models of Change* by Ken Baynes demonstrates the style that would be adopted (see <http://www.ldpress.co.uk/book/designmodels-of-change-the-impact-of-designerly-thinking-on-peoples-lives-and-the-environment/>). The questions that will be asked for the video will be discussed with the author prior to the video session, and authors will be asked to suggest appropriate cutaways. In order for cutaways to work effectively, they need to be directly related to the subject matter being presented in the video and may also require the authors to prepare diagrams to highlight the topics which are being discussed. It is likely that such diagrams would also be used as Figures in the book.

In order to produce the videos efficiently authors will be sent a developed rough cut with cutaways included to comment on. This draft will require final editing prior to rendering and hence this will provide the opportunity for the author to suggest improvements. Once feedback has been received the final video will be produced and rendered taking the feedback into account, although SimcoeMedia, in consultation with LDP, have the final editorial responsibility. The book cover is required for the start of the video, and so the promotional video will not be completed until after this is available. When the book is released for sale the finished video will be added to LDP's website and YouTube channel.