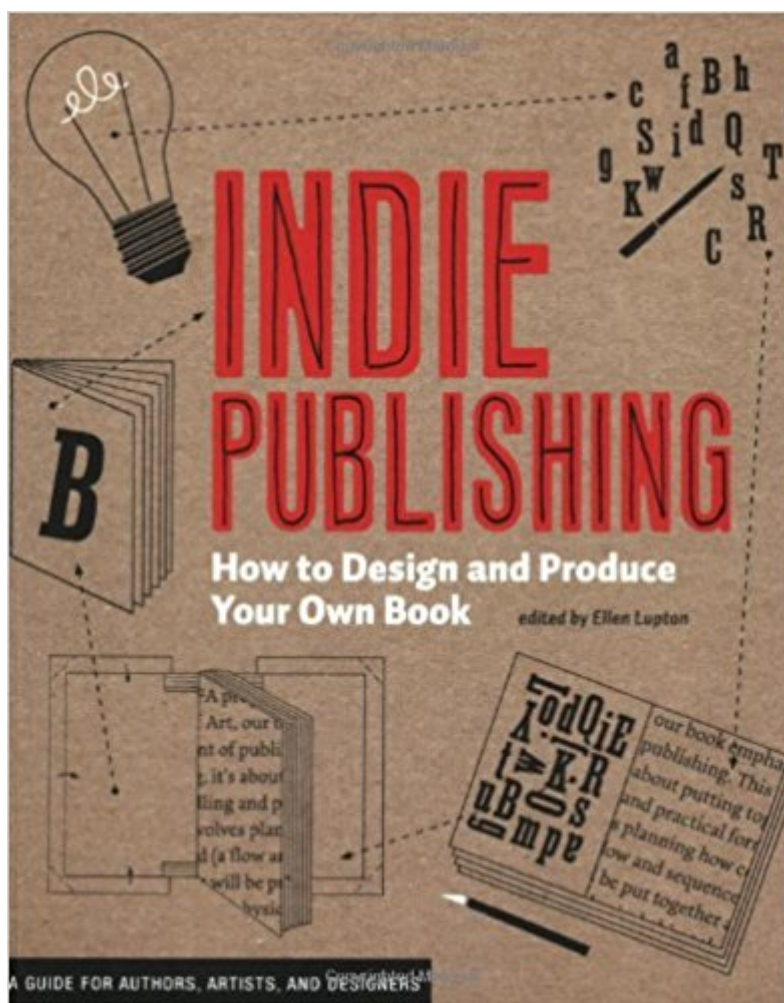


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# Indie Publishing: How To Design And Publish Your Own Book



## Synopsis

Once referred to derisively as "vanity publishing," self-published books are finally taking their place alongside more accepted indie categories such as music, film, and theater. Indie Publishing is a practical guide to creating and distributing printed books regardless of your background, skill set, or ambition. It will help you realize projects of every scale and budget, from the traditional bookmaking techniques used to create zines to the more ambitious industrial production methods required to produce hardcover books in large quantity. Indie Publishing's special focus on the visual design of books makes it unique among publish-it-yourself manuals. Readers are taken step-by-step through the process of designing a book to give it personal style as well as visual coherence and authority. Design principles such as scale, cropping, pacing, and typography are explored in relation to each example, along with commentary on how to create effective title pages, tables of contents, captions, and more. Indie Publishing aims to inspire readers with examples of print projects similar to those they might undertake on their own. Sample designs include a picture book, artist's portfolio, exhibition catalog, poetry chapbook, novel, and zine. Indie Publishing addresses the important business aspects of independent publishing from how and why you should get an isbn number to creating promotional materials and using the internet to market your book. This comprehensive, illustrated guide concludes with a curated portfolio of the most exciting examples of independent publishing from the contemporary scene, reproduced in full color. If you have content to share and you want to give it a fresh and orderly form, this book will kick-start your project and keep you motivated until the ink dries. Indie Publishing is the eighth title in our best-selling Design Briefs series, which has sold more than 100,000 copies worldwide.

## Book Information

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## Customer Reviews

"Someday I'm going to make my own book, from start to finish. It's something that I've wanted to do for awhile, a physical parallel to building a web site from scratch. When I do, Ellen Lupton's Indie Publishing will be my guide. At 170-some pages it's not exhaustive, but the book does briefly touch all the bases: typography, cover design, binding types, and examples of several different types of books. There's also a section on handmade books with hands-on directions for making your own book -- folded books, stitched pamphlets, or stab bound -- without having to visit the printer."

--Jason Kottke, Kottke.org, October 20, 2008

"The do-it-yourself movement in arts and crafts accelerated by the wide availability of sophisticated digital technology, as well as access to information, and people, through the internet is creating a boon in one very key area: Self-publishing." -- Harry Allen --Harry Allen Radio (WBAI), April 24th, 2009

"So youve dreamed of creating your own novel/poetry book/portfolio/picture book/zine but havent got a clue where to start? Indie Publishing: How to Design and Produce Your Own Book, edited by Ellen Lupton and published by Princeton Architectural Press, might be a good first step. The inspiring do-it-yourself guide walks you through the bookmaking basics, demystifying the process and providing practical guidance on everything from visual design to printing to marketing." --Curled Up With A Book, February 10, 2009

"Lupton, a 2007 recipient of the AIGA Gold Medal, also directs MICAs Center for Design Thinking, for which faculty and students collaborate on publications that educate the broader community about design issues and practices. The Centers newest publication, Indie Publishing: How to Design and Produce Your Own Book, will be released this month by MICA and Princeton Architectural Press. It was written and designed by GDMFA students and faculty." --Maryland Institute College of Art Newsletter, September, 2008

"An insightful guide on how to design and distribute your self-published book." --How Magazine, April, 2009

"Brilliantly designed and written with an encouraging tone, this also ventures into the world of handmade book arts with concise instructions on how to print and bind your own book. From font choices to binding to distribution, this leaves no question unanswered." --Buds Art Books

"One of my favorite type of books are books about ...Books. This is sort of a manual in how to make and design and produce your own books. It is cleverly designed, and full of good details for the upcoming punk publisher." -- Tosh --Good Reads

"If it is true what insiders claim, that public interest is shifting away from the mass media to independent and small productions, then this book is both a good start and a helpful guide for artists

who are producing their own books. Developed by a team of students and professors, it gives readers both confidence and an overview of small publishing houses and artist books. It also explains necessities such as ISBNs and marketing in the book trade and describes in short steps the use of InDesign and how to create hand-crafted artist books. And since this book itself originated from a workshop on book design, every page is a pleasure to behold, and excellent visual solutions are found for all type of difficulties. In recent years, niche products, at least the trust of buyers and now command more on bookshop shelves. More and more, the independent nature of publications is inversely proportionate to the size of the publishing house." --Foam Magazine

"(Indie Publishing) has already proven to be wildly popular indeed, it's already in its second printing, the first sold out almost immediately upon release. Lupton has been the Director of the MFA Graphic Design program at Maryland Institute of College of Art since 1997 and is the author and/or editor of a multitude of books published by P.A.Press: The ABCs of Triangle Square Circle: The Bauhaus and Design Theory, D.I.Y. Design it Yourself, and Thinking with Type: A Critical Guide for Designers, Writers, Editors - Students. With these books, she's proved to be expert at crafting accessible titles about design and now, with the help of a few contributors, independent publishing."

I liked that this book gives details about font settings and gives leads to other software and publishing techniques that a "rookie" like me would have not considered. Consider how much you know about independent publishing before the purchase, you may be wasting money (by finding out things you already know). This book impacted me by giving me even more hope that, not only can I get published, but also that it could be better quality. The only thing I have to compare this book to is the fact that "you can publish through any POD service". I found some of the POD services to be a scam through word of mouth.

There is some very good inspiration in this little book. There is also some very nice instruction on book construction. I do wish they had spent some time talking about or mentioning some of very good open source graphics apps instead of all the really expensive apps. That would have balanced the book better. But then I guess you can't expect much else from people who are trained in graphic design and tend to be a bit biased. All in all though I would recommend this book as an inspiration tool.

Excellent resource. Really helped me get my book project off the ground. Highly recommended.

First place am a newbie at publishing so I needed a starting point . I heard about this book before from some other people and so I decided to get it for myself . So far I am very pleased easy to understand and a clear format .

Takes you through a number of design and production processes on the way to publishing your own content. One of the sample projects is called Sexy Librarian: funny as well as informative!

better than expected

The explanations and instructions, along with the pictures, gave me information that I've wanted to have for quite some time. Thank you!

I thought the book would be more of a help on what I need to do to publish through . Instead it's more fixated on how to design and make your own book.

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