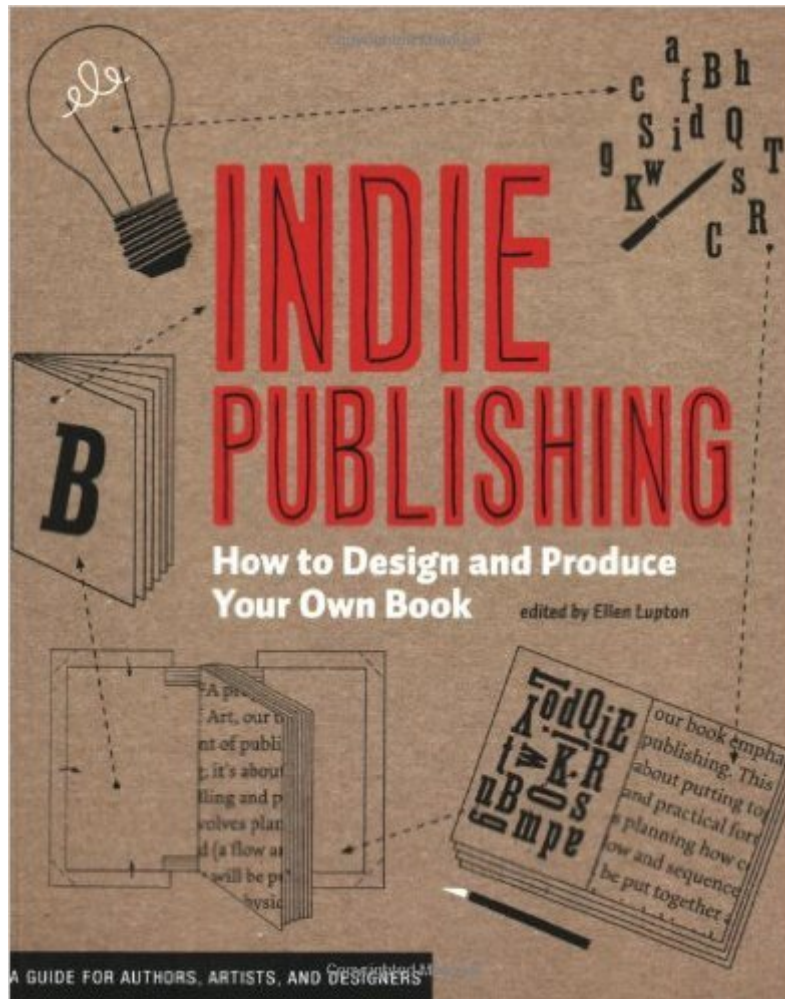# Indie Publishing: How To Design And Publish Your Own Book

Synopsis

Once referred to derisively as "vanity publishing," self-published books are finally taking their place alongside moreaccepted 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 independentpublishingfrom 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

With the rise of DIY crafts and easier-than-ever access to professional book printing, this book fills a need. Unlike any book on independent publishing I've seen, this one takes authors and designers through a visual tour of the basics of independent publishing.Indie Publishing is not an exhaustive manual about the business of publishing nor is it a technical design manual. Its strength is in demystifying a process that has been kept quite opaque by publishers for decades. It guides people through the stages of indie publishing such as designing, planning, handmaking books or having books printed. If you are looking for more information about any one aspect: typography, business planning, marketing, editing, etc., then there is a bibliography with well-proven resources covering those details.Ellen Lupton, the editor, has fashioned a careful structure which reveals each stage in logical sequence. The writing enriches the visuals. Many design books are poorly written. This one you actually want to read. And read again.The photos illustrate key points while serving as inspirations. The abundance of sample projects spans the gamut from experimental to commercial. They allow readers to imagine the books they'd like to publish fitting somewhere in between.I'm a big fan of Princeton Architectural Press. Their ability to maintain high quality and affordability is rare and refreshing. The printing is sharp, the papers are substantial and the design of the book honors the projects without being the least bit dry. It is fresh and serves by itself as a source of inspiration for readers.I'll be recommending this book to my design students and friends who have books in them waiting to be shared with the world. Thanks to all who contributed to this book. You've opened doors for many.

This book is a brief overview that spans many aspects of indie publishing: the zine, the portfolio, the fiction novel, the art book, binding, etc... but does so much in so few pages that most of the information in the book is already known to any reader that has an interest in indie publishing.I say that this book is more magazine than book, because it has a nice visual layout, not much information, and would be something you would flip through-- reading out of order, quickly glacing, and turning pages quickly rather than a book that has thick information to absorb. Its nice if you need a little inspiration and want to flip through it from time to time, but I'd mostly advise people just to check this one out from the library.

I love this book. Its technical and design aspects have already been lauded and rightfully so. The book is rife with information and examples on every aspect of the bookmaking process. It's an easy read and with chapters on poetry, fiction, portfolios and zines you get a taste for the possibilities with any genre. Practical production basics and accompanying illustrations are provided hand in hand with wise and witty instruction. Reading this book has been like taking a workshop with an innovative teacher. Yet what I found most valuable is the inspiration gleaned from each page of this little gem of a manual. Chapter after chapter I felt more encouraged and confident as if Ellen Lupton and team were saying, "Go on, you can do it--here's how." Thank you Ellen, Princeton Architectural Press and Maryland Institute College of Art, I'm using this guide to publish my first book!

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.

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 .

When I wanted to publish my own photographic memoir, the advice in this book was really helpful, and now that I've done it, I would recommend this book as a useful guide.

I purchased this book and read it cover to cover in a day and half. I have been self publishing for several years and yet I learned new things and was cleared up on others. It's a great book for anyone who has wanted to make their own books whether by hand or through printers. In plain English, Indie Publishing will help authors, artists, and designers, how to start from scratch in designing a book. You'll learn about some type basics, Page layout, and the publishing basics you need to know. There are some great diagrams on how to bind your handmade books. Very inspirational book. It will get you off of your rear end and onto the studio.Thank you Ellen Lupton and all the contributors that made the book possible.

This book is a quick, easy and visual guide to the basics of creating your own book. It has an example breakdown of the copyright page, a schematic for book layout, information on distribution and publishing choices, typeface suggestions, and other information of interest to people looking into designing and publishing their own book. It is not an in-depth manual, but rather a quick reference and overview. It is also an inspirational venture into the artistic potential of independent publishing. The author gives information on zines, chapbooks and other publishing formats and provides a section on how to manually make (bind) your own books.If you are looking for an in-depth guide to publishing, distributing and marketing your book, this title would not be the one for you. If you want a visually stimulating book with a brief overview of the independent publishing process, book and cover design and some basic references, this is your book. It would probably be better suited as a guide for those creating artistic books (books as art) than those venturing into standard publishing via POD or vanity presses.

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