



Book Design for Non-designers

Sydney: Thursday 20 March, 2008

Melbourne: Thursday 27 March, 2008

9.30 a.m. – 4.30 p.m.

Presenters

Deborah Brash, Art Director, Penguin Group Australia

Tony Palmer, Senior Designer, Penguin Group Australia

Deborah Brash has worked for a variety of leading publishers predominantly designing, project managing and packaging as Brash Design. Since 2003 she has been the Art Director at Penguin Books and was the recipient of the Joyce Thorpe Nicholson Design Hall of Fame Award in 2007.

Tony Palmer has worked as a book designer for various publishers since 1987 designing and crafting beautiful books for children and adults. He also worked as a teacher with Victoria University, teaching typography and design and in 2007 had his first novel for teenagers published, *Break of Day*.

NOT TO BE MISSED!

Do you communicate effectively and confidently with designers?

Would you like to understand how design fits into the Life of the Book?

Would you know a good design brief if you saw one?

How much design is enough? Have you ever wondered who has the final say about this?

This one-day interactive workshop will give you a better understanding of the creative processes behind bringing a book to life. And more than that - you will find out from first hand experience, what a challenge it is to balance creativity against the schedule and the budget.

You will be invited to send in your questions for the Designer Panel before the workshop.

Who should attend:

Editors, publishers, production, sales, marketing – staff from any area of the publishing house. And all interested parties.....

Workshop content in outline:

The main topic areas will be

- Working with Publishers
- The Briefing Process
- The Design Brief
- Creative Challenges: a panel discussion with guest designers

By the end of the workshop you will be able to:

- Understand the design process from initial meeting to proofing and print
- Understand in more detail what the Briefing Process entails
- Be able to create your own cover brief
- Be able to analyse the qualities of a good design brief
- Enter confidently into discussions and decisions about design when you return to work.

Venues:

Sydney: 9.30 a.m. – 4.30 p.m. Thursday 20 March

Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000

Melbourne: 9.30 a.m. – 4.30 p.m. Thursday 27 March 2008

Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000

Catering:

Lunch and refreshments are included on this workshop.

Cost (GST inclusive)

\$390 APA members;

Society of Editors members [please provide proof of Society membership]

Society of Authors members [please provide proof of Society membership]

\$440 Non-members

Further information:

If you have any questions about the workshop, please contact

Dee Read

Industry Professional Development Manager

Australian Publishers Association

Tel: 02 9281 9788

To Register:

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au