



## Book Design for non-designers

Melbourne: Tuesday 21 April, 2009

Sydney: Thursday 23 April, 2009

9.30 a.m. – 4.30 p.m.

### Presenters

Deborah Brash, Art Director, Penguin Group Australia  
Tony Palmer, Senior Designer, Penguin Group Australia

### Who should attend:

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

**This one-day interactive workshop** will give you a better understanding of the creative processes behind bringing a book to life. You will find out from first hand experience what a challenge it is to balance creativity against the pressures of the schedule and the budget. The two presenters are leaders in the field and their conversations about design and the case studies they will present, will provide a unique learning experience.

*Deborah and Tony are both excellent presenters – extremely knowledgeable, experienced, personable and entertaining. I felt engaged at all times.*

*As a new publishing editor, I found this 100% useful, to the point, and very professional – with tips that will really help me back in the workplace.*

Feedback from 2008 workshop participants

### Whatever part you play in the design cycle, there are some key questions to be answered:

- What is the art of effective & confident communication between designers/editors/publishers/sales and marketing?
- How can I better understand how design fits into the Life of the Book?
- Do I know what a good design brief is when I see one?
- How much design is enough and who has the final say about this?

### **SPECIAL ACTIVITY!** *Do you fancy yourself as a Book Design Awards Judge?*

Come and test yourself against the experts! As part of the workshop, you will be asked to discuss one of the categories of the recently published short list of the 57<sup>th</sup> Book Design Awards. Do you think you can pick the winners? You will know the answer after May 21<sup>st</sup> when the Awards Ceremony is held in Sydney.

### By the end of the workshop you will be able to understand the design process from initial meeting to proofing and print. You will:

- Understand in more detail the importance of the Design Brief and what the Briefing Process entails
- Gain insight into the work of designers and how to establish effective communications with them
- Be able to analyse the qualities of a good design brief and be able to create your own cover brief
- Enter confidently into discussions and decisions about design when you return to work.

### The main topic areas will be:

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

### Your presenters:

**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.

### Venues:

**Melbourne** 9.30 a.m. – 4.30 p.m. Tuesday 21 April 2009  
*Venue:* Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004  
Tel: 03 9685 3000

**Sydney** 9.30 a.m. – 4.30 p.m. Thursday 23 April 2009  
*Venue:* Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010  
Tel: 02 8302 1000

### Catering:

Lunch and refreshments are included on this workshop.

### Cost (GST inclusive):

\$395 APA members;  
Society of Editors members [please provide proof of Society membership]  
Society of Authors members [please provide proof of Society membership]

\$445 Non-members

### Further information:

If you have any questions about the workshop, please contact  
Dee Read  
Professional Development & Training 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](mailto:dee.read@publishers.asn.au)