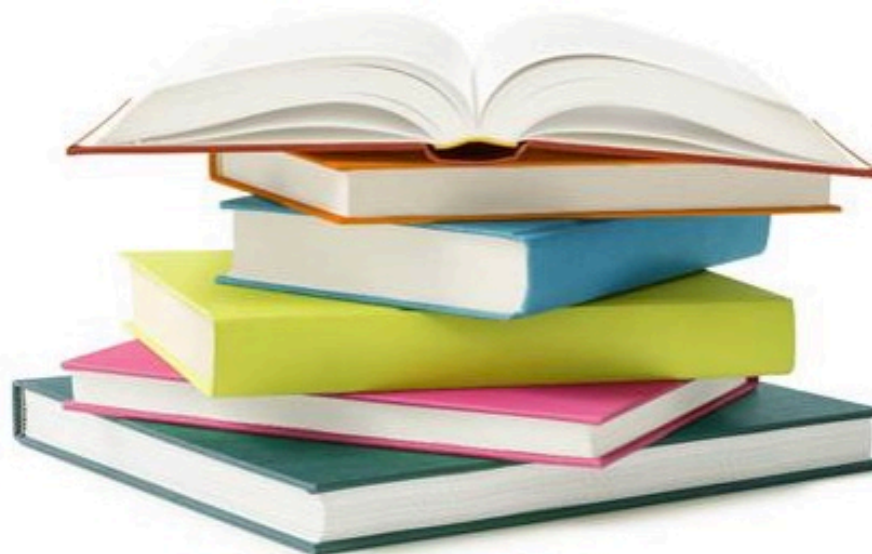




LIFE STORIES  
AUSTRALIA INC

## **Life Stories Australia Members' Forum**

**11am-12pm Tuesday 15 September 2020**



**TOPIC: PUBLISHING MODELS**



LIFE STORIES  
AUSTRALIA INC

Welcome and introductions



# Printing/ Publishing Models – Gillian Edn

## 1. Out of scope:

- Client receives draft manuscript
- Client receives print-ready manuscript (pix/illustrations) and
  - LSP (Life Story Professional) recommends publisher/ printer
  - Clients finds/ organises the printing

# Printing/ Publishing Models

## 2. In scope:

- Client signs off and pays for print-ready manuscript (with scanned pix/ illustrations included & outsourced final editing) and choices re printing type – covers, designs, paper, size, print run... LSP project manages production and printing (and sometimes marketing)
- Client purchases a manuscript/ printing package (LSP project manages and outsources some or all production elements)



# Printing/ Publishing Models

My model:

- Quote on print-ready manuscript only, mention only production types and ball-park costs
- When book nearing completion and feedback given on 1<sup>st</sup> draft, discuss/ confirm title and printing variables and whether it will be sold and or donated to libraries ...
- Quote on all elements of production required i.e.
  - Design and layout of pages
  - Cost of ISBN number/ bar code
  - Printing and delivery costs
  - Marketing costs
  - Time estimates



# Printing/ Publishing Models

My model (cont):

- Undertake work and keep client posted, approving design and proofs at each stage
- Help organise a book launch/ celebration



# Printing/ Publishing Models

Other models:

- Susan Pierotti (Creative Text Solutions) Susan can cover all the models and she has actually published a book on this topic, *Manuscript to Market*, see her website.
- Mark Koehler (Life Story Writing) Mark has done his own in-house designing and outsourcing
- Imelda Cribbin and Sally-Anne Watson Kane (On Time Typing, Editing and Proofreading)
- Deborah Gough (Stories to Keep) will outline how she uses InDesign to create her own unique layouts.





# Bespoke designing life stories

Deborah Gough





# Is designing your own book in InDesign for you?

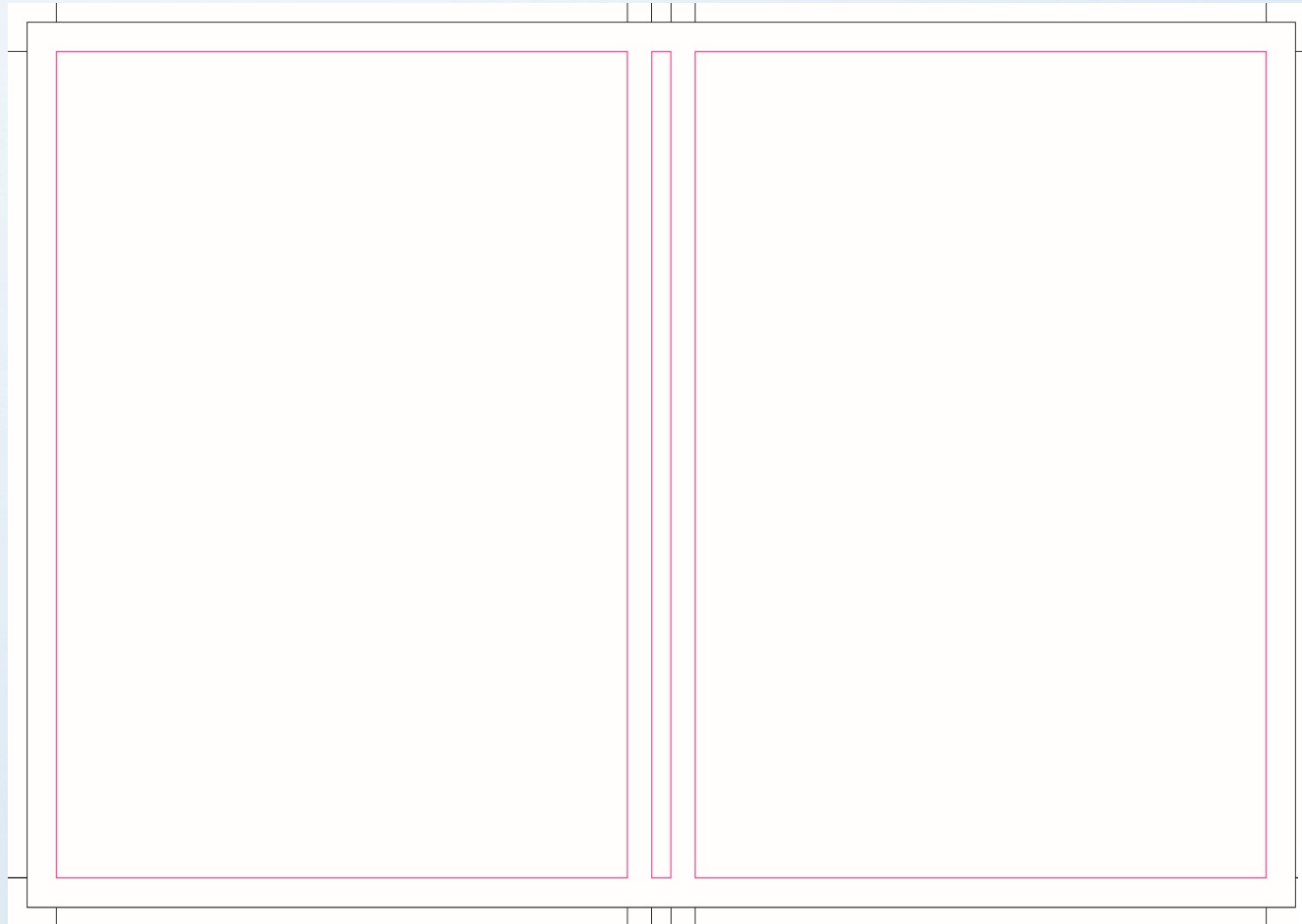
- How much designing do you have time to do?
- Have you always wanted that kind of creative control over your books?
- Do you know your way around a computer and a photo system like Photoshop?
- InDesign and its suite of products costs \$79 a month, but less for just InDesign or just Photoshop.
- If mastery is motivating, then consider InDesign, but if you are just cost saving, pay a designer.

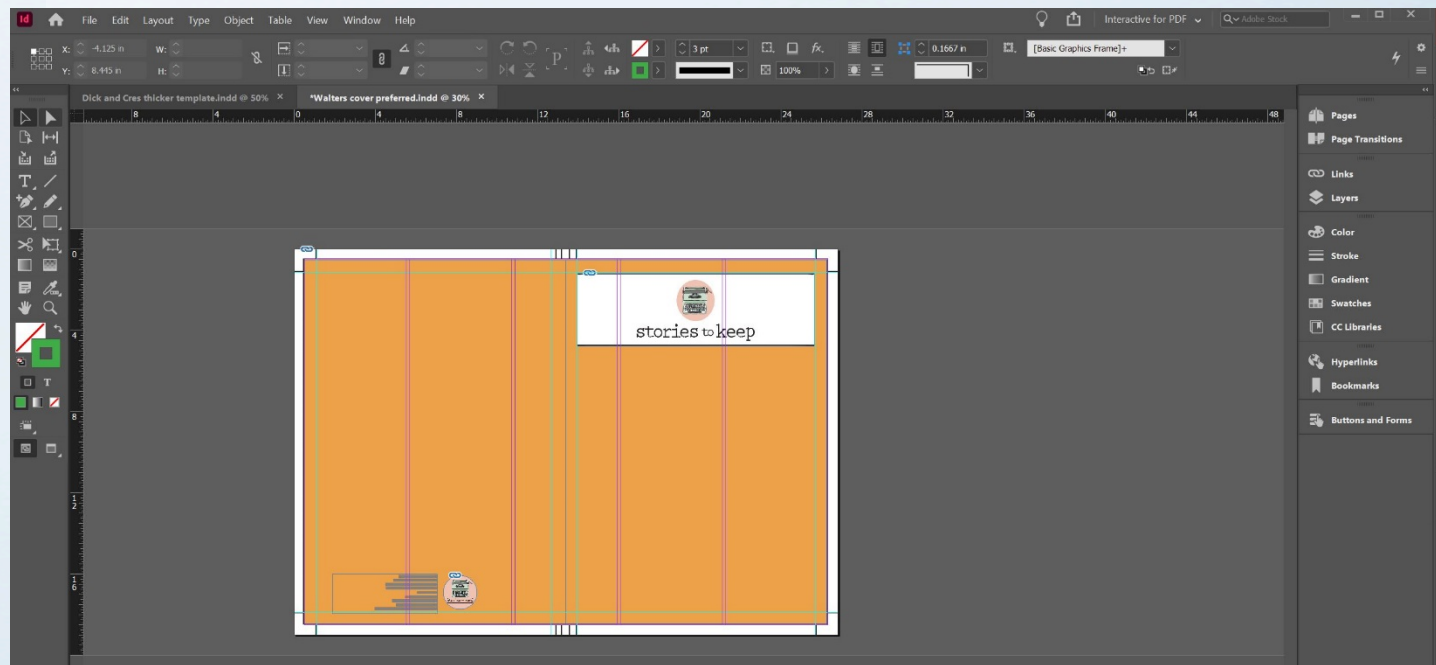
# Printing

- Find your printer. Some will do unusual sizes, like White's Law in Caulfield and Momento Books.
- If you want to make them smaller there are many other printer.
- Write your stories in Word.
- Give them to the client in Word format first for correction, as it is easier than fixing layouts as well as words.



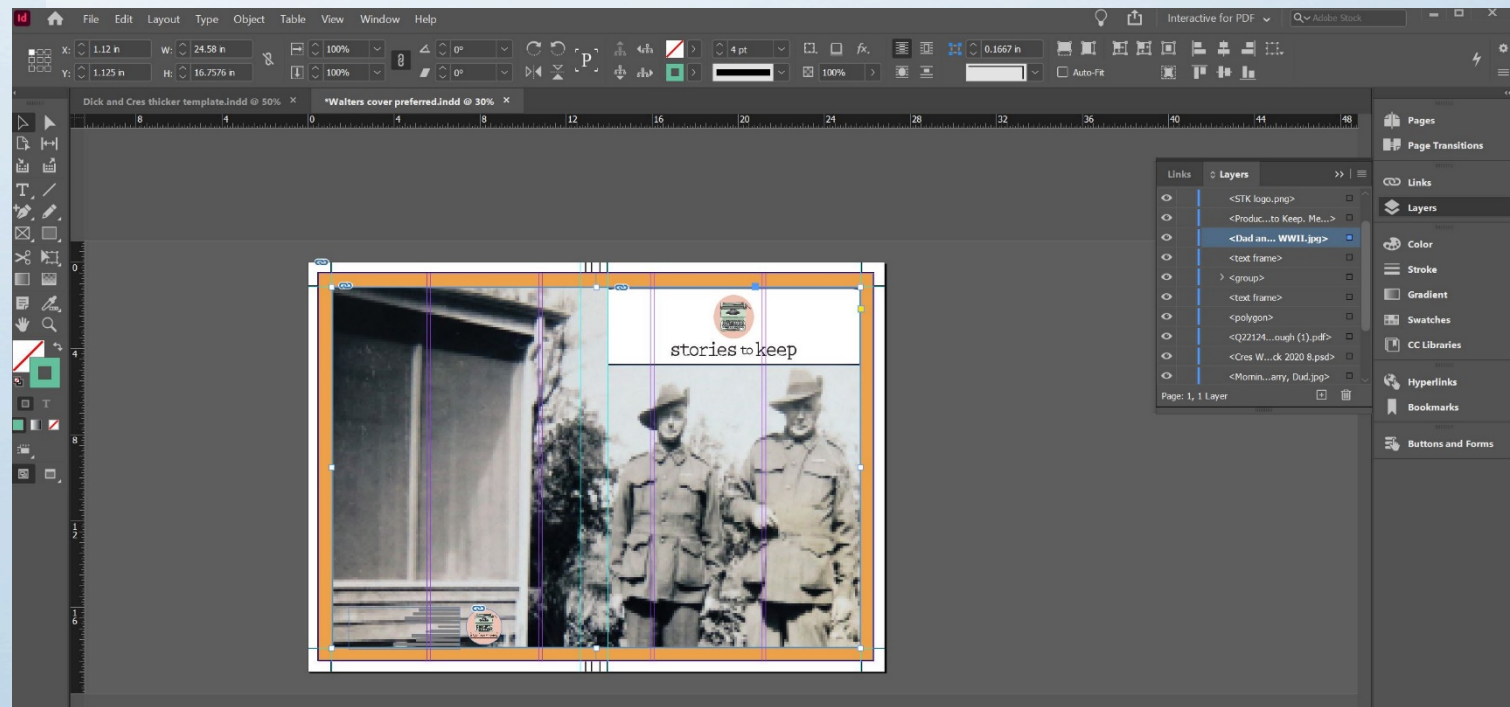
# Covers start with a template

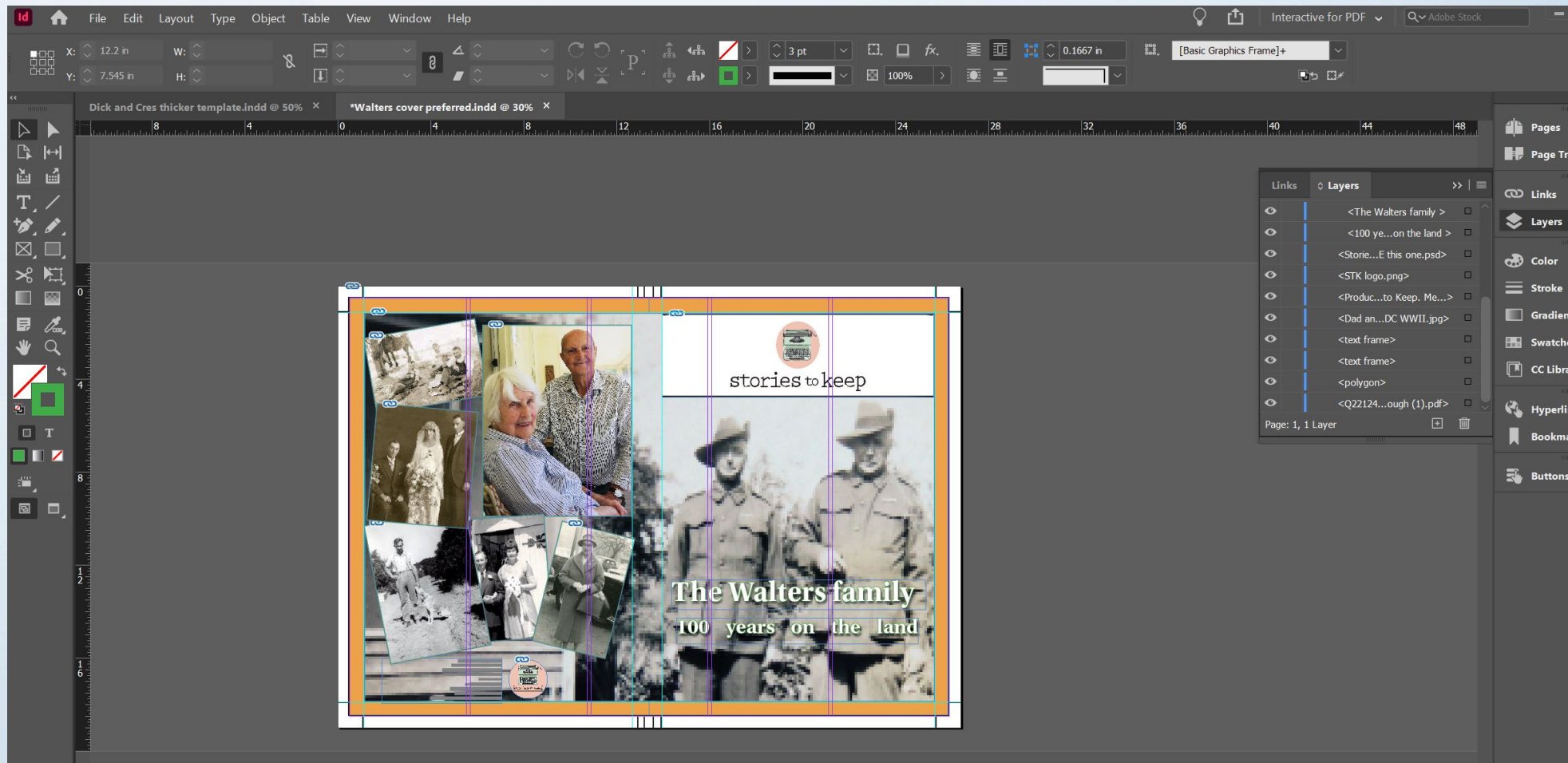




## Designing a book in InDesign

I chose InDesign because I knew it was widely used by newspaper designers and other designers.





Design layers are arranged to create the design.

Templates can be used and reused to create a style.

Search for forums for design help.

Tools integrated with InDesign and Premiere Pro if using video or slide reels.





Dick and Cres Walters — our lives

# Little Zeddy's barefoot and warm Queensland adventure

**G**rowing up in North Queensland Cresenz Richardson, was the baby of the family and her father had a special name to go with her exotic one.

"My father used to call me Little Zeddy," Cresenz said. She was the youngest daughter of Belle and Jack Richardson, her sisters Hilda and Betty coming before her.

The family was living in Bilwon when Cresenz was born on January 24, 1933. Belle and Hilda moved to Mareeba for three months for her birth.

"Mum and Hilda stayed with Mrs Totten, a friend in Mareeba in the later stages of Mum's pregnancy to be near the hospital, because of potential flooding during the wet season," Cres said.

Belle named her Cresenz after her friend from Switzerland and wanted Maria for a middle name. Up until Cresenz was 11 years old she believed it

was her middle name. But her father Jack did not like the name and simply left it off the birth certificate. The hospital also wrote the wrong birth date which meant she had to accept this as her birth date.

Now to friends and family



A young Jack and Belle Richardson with their dog.

alike, she is affectionately known as Cres.

Her early life with her parents and sisters was an idyllic childhood in Bilwon, which is inland from Cairns in Far North Queensland.

"We loved the mango trees, climbing in them and

using them as leafy cubby houses," Cres said.

Her parents had travelled to the Far North from Victoria to seek their fortune and it is where all three of their children were born.

Her father John "Jack" Gilbert Richardson was



Edge Hill Farm, Cairns, in 1926, sold in 1927.



Cres as a toddler in 1934.

Below: The Walker family home 'Thurso' in Eaglehawk.



born in 1883 in Kewell West, not far from the Little Desert National Park in the Horsham District.

His parents were James Wrightman Richardson and Annabella MacDonald who married in 1876 in Stawell, Victoria. James, born in 1846, in Horsley Northumberland, England, migrated in 1857 to live in Murrumbidgee, Victoria. Annabella was born in 1847 on the Isle of Skye, Scotland.

Young Jack Richardson was their fifth child. All were christened with a name but nearly all earned shortened names or nicknames. Jack's eldest brother was Donald known as Don (1877-1963), then came Edward. Moven

Discussion, comments & questions?

