How to Make a Book with Lucia | Marquand

Project Launch!
- Manuscript to editor + L|M
- Sample materials to design

Design Approved!
- Final images to L|M
- Edited manuscript to L|M

Layout Approved!
- First text proofs sent out
- First color proofs sent out

Final Review!
- Final PDF of interior and cover sent out for review

DESIGN
6 WEEKS

LAYOUT
6 WEEKS

PROOFING
12 WEEKS

1ST COLOR | 2ND COLOR | 3RD COLOR

1ST TEXT | 2ND TEXT | 3RD TEXT

PRINTING & SHIPPING
14 WEEKS

After an initial meeting to establish a stylistic direction, a design presentation will be developed and shared.

What is Design Approval?
The design is considered approved when the book's size and general style are confirmed. This includes what typefaces are used for display and text type, the structure and margins of the page, and defining how images and unique elements are to be treated.

CONTACT: DESIGNER

After the design is approved, the text is typeset and the images are placed to complete the layout.

What is Layout Approval?
The layout is considered approved when all the text is accounted for and the images are all placed and sized correctly. Text should not be proofread before layout is approved.

CONTACTS: DESIGNER; IMAGE MANAGER

After the layout is approved, the text can be proofread and corrected.

What to expect for text proofing:
- Ignore the color on the text proofs
- You'll have 3 rounds to review the entire book and make text changes.
- This is the time to mark typos, widows/orphans, and bad breaks.

CONTACTS: EDITORIAL DIRECTOR; EDITOR

After the layout is approved, the color can be evaluated and adjusted.

What to expect for color proofing:
- Ignore the text on the color proofs
- You'll have 3 rounds to review the entire book and make color changes.
- This is the time to adjust tones, contrast, and clean up images.

CONTACTS: PRODUCTION DIRECTOR; PRODUCTION COORDINATOR

After all proofs are approved and the final review, files are sent to the printer and the book is shipped.

What to expect during printing:
- Plotters: a low-quality confirmation that all elements are included
- F&Gs: folded and gathered signatures of the actual printing
- Cover materials and samples
- Advance copies of the book

CONTACTS: PRODUCTION DIRECTOR; PRODUCTION COORDINATOR

L|M