

### **Book Mock-up**

The mock-up is a visual test of the proposed book structure and content. It may use inexpensive versions of paper, cover, binding materials, images and texts. The mock-up is intended to help the artist understand the strength of story and flow of imagery.

### **Construction: Thumbnails to scale**

1. Create small thumbnail sketches for sequence & page layouts.
2. Layout proof prints and experiment with sequencing.
3. Create a mock-up of your book by folding pages to scale into signatures.
4. The number of pages in the signatures depends on paper thickness and desired book structure. (Usually there are 2-3 pages in each signature for a multi-section book))
5. Add sample images, hand-written or sample texts to each page and number pages.
6. Include title page, copyright page, and colophon page.
7. Disassemble the pages to use as a guide for printing each page correctly.

To create page layouts using InDesign, see tutorial by John Roach:

<http://portfolio.newschool.edu/roachtime2015/2015/01/03/creating-a-2-sided-booklet-in-indesign/>

### **Sequence of Pages in Mock-up:**

The most common pages found within an artists' book includes the following in order listed:

1. Half Title Page: contains just the title of the book
2. Title Page: includes Title of book. Author & Press name
3. Copyright Page: includes copyright symbol, date, country, owner of copyright  
This occurs on the back of the title page usually at the bottom of the page.
4. Dedication Page (optional)
5. Images & Text Pages
6. Colophon Page: includes edition number and any other pertinent information about the book such as paper, type, media as well as the artists' signature.

### **Type Considerations & Best Practices:**

1. Study type styles and choose fonts that relate to your design. Learn the difference between decorative fonts and body fonts.

*Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*  
by Ellen Lupton

Font Identifier? <https://www.myfonts.com/WhatTheFont/>

2. Title text: 18-24 pt. depending on design and scale of your book
3. Headline / Chapter heading: 12-18 pt.
4. Paragraph & Image titles 10-12 pt.
5. Line Length: Depending on design, allow adequate space for margins on both sides

### **Design Work Sheet – Information to Consider**

Along with the physical mock-up, brainstorm a write-up that includes the following:

1. General Subject Meaning:  
Describe what your book will communicate or what it will be about
2. Personal Meaning:  
Describe what this book means to you
3. Emotional Response:  
Describe the emotions you feel about your subject and/or the emotions you intend the viewer to experience when interacting with your book.
4. Intuitive Materials:  
Make a list and collect materials and structures that interest you in regard to the design and fabrication of your book.
5. Symbolic Materials:  
Describe the symbolic meaning associated with each of the materials you intend to use in the fabrication of your book. Be specific as to how these materials echo emotions and articulate content.
6. Image/Text:  
Describe how you will incorporate images and text in your book and how they will relate to one another symbolically. Revisit text/image list.
7. Structure:  
Describe how scale and structure will support the content of your book.
8. Design a timeline and budget for the design and fabrication. Include a checklist for yourself of things that need to be accomplished and when they will be accomplished in real time.