

Updates: Self-Publishing for Schools

20170510UPDATE:

Kindle is moving into print books now. Both CreateSpace and Kindle are divisions of Amazon, so it remains to be seen how this changes their services. As you investigate options, make sure you are looking at current data. Go directly to the [kdp](#) (Kindle Direct Publishing) and [CreateSpace](#) websites.



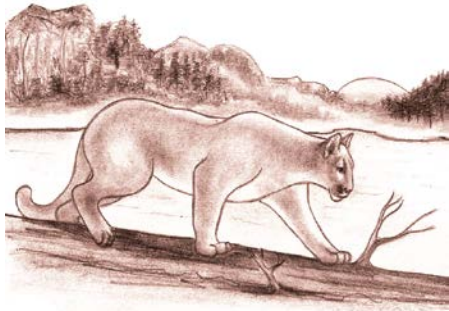
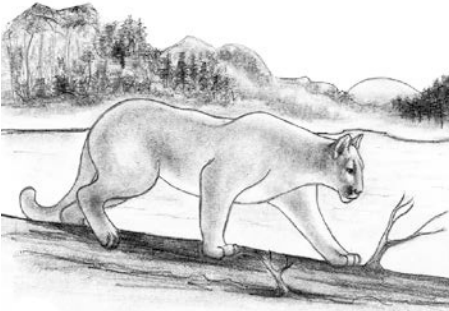
20150227UPDATE:

[BookBaby](#) now offers print/POD services, including a hardcover option. If you want a hardcover yearbook, investigate this option as well as [Lulu](#). As I write this, for a conventionally sized hardcover yearbook with 150 color pages, each would cost roughly \$20-40. A comparable paperback from [CreateSpace](#) would be about \$12.

Supplemental Materials Self-Publishing for Schools

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Essential Color Illustrations for Grayscale Edition

COLOR	BLACK & WHITE
<p style="text-align: center;">CMYK vs. RGB</p> <p>RGB colors are used with computers. They do not print true to what you see on the screen. The result is usually too red or pink.</p> <p>CMYK is used for printing photographs and therefore prints better.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>RGB</p> </div> <div style="text-align: center;">  <p>CMYK</p> </div> </div>	<p style="text-align: center;">GRAYSCALE VS. RGB</p> <p>Black and white images look pink if color is set to RGB. Use Grayscale.</p> <div style="text-align: center;">  <p>RGB</p> </div> <div style="text-align: center;">  <p>GRAYSCALE</p> </div>

SAMPLE COMPANY FILE

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COMPANY:

AREA	SCORE AND REASON	
REPUTATION		
PRODUCT QUALITY		
WHO DOES WHAT		
PRODUCTION COSTS		
PRICE ESTIMATE		
ROYALTIES		
DISTRIBUTION		
MARKETING		
SUPPORT		

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PROJECT ESTIMATE FOR COMPARISONS

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Dimensions:

Estimated number of pages:

B/W or color:

Paper type: Cover type: Binding type:

COMPANY	COST/BOOK

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Company	Reputation	Book Quality	Who Does What	Production Cost	Price Cost	Royalties	Distribution	Marketing	Support	Total

SUMMARY OF COMPANY RATINGS

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Staff

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Position	Who	Availability
Administrator		
Project Manager		
Writers		
Beta/Proofreaders		
Photographers		
Artists		
Designers		

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CHECKLIST

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	You've read the rest of this book
	You've chosen a project.
	You've assessed your equipment.
	You've established which staff members have key skills and how much support they will offer.
	You've made a list of standards that may be met in all subject areas.
	You've chosen the publishing company you will use and familiarized yourself with their website.
	You've got an administrator on board. Together you've set up an account and discussed privacy and permission slips, the purpose of the project, and interest beyond the community.
	Together, you've decided whether this project will be sold online and/or through direct sales.
	You and the administrator are addressing any equipment deficits.
	The administrator is working to get professional development credit for staff training through free tutorials from software companies, college classes, or other workshops.
	You've begun to rough out a timeline.
	You know what needs to be done.

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ACADEMIC STANDARDS
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Language Arts	
Computer	
Math	
Art	
Other:	
Other:	
Other:	

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Sample Project Timeline (Page 1 of 2)
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Area	Specifics	Deadline	Done
Preparation	Rough out project ideas and timeline		
	Research and choose best publishing option – be prepared to defend it		
	Inventory hardware and software		
	Create a list of standards that the project(s) will address		
	Identify resources among your staff		
Enlist an administrator	Set up a publishing account		
	Establish privacy and parameters for content etc.		
	Arrange any teacher training		
	Arrange procurement of any needed equipment		
Plan the project	Engage all staff members		
	Meet with core staff team		
	Meet with core student team		
	Decisions on format, elements, and design complete – style sheet ready		
	Distribution, price & marketing decisions complete – start advertising plan		
Create content	Distribute style sheet with deadline for submissions		
	Develop templates as per design decisions		
	Set up interior file per design decisions, including margins and headers		
	Edit and insert submissions into templates as they arrive		
	Create collages and any other special pages as per design decisions		
	Develop initial cover designs		
	Deadline for submissions		

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Sample Project Timeline (Page 2 of 2)
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Area	Specifics	Deadline	Done
Final layout	Finish inserting materials into the interior file		
	Check that margins and headers are consistent		
	Create section breaks, headers and footers as per design decisions		
	Create table of contents		
	Beta edit the project as a whole		
	Proofread		
	Deadline to complete final layout		
	Publishing	Upload interior file	
	Adjust cover design as necessary and upload cover		
	Check the interior reviewer – make corrections and repeat as needed		
	Submit files for review		
	Check the interior reviewer again – make corrections and repeat as needed		
	When files are correct, accept		
	Order a proof copy		
	Beta- and proofread proof copy when it arrives		
	Correct and repeat as needed until you approve final product		
Marketing	Order promotional books		
	Pre-sale start date		
	Pre-sale deadline; order books		
	Delivery date		
	Inspect books & deliver to customers		

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