
Book Design Checklist

Cover options

- Hard Cover (glossy or matte) Dust Jacket
 Paperback French Flaps

Size

Book size: _____
(5x8" up to 12x12")

Breaking point between small and large book:
(8 x 10"+ is considered a large book)

Paper stock

- 60 lb cream or white uncoated for B/W
 80 lb white coated for color/graphics or
heavy ink coverage and rich blacks

eBook

- now later

Customization

- Title ideas _____
 Text only Text with illustrations
 Text with photos
 Illustrations/photos (needed or provided?)
Number of B/W photos _____
Number of color photos _____
 Design references submitted by client
 Cover design
 Intended audience _____
 Color preferences _____
 Title page, Acknowledgements, Table of Contents
(TOC), Chapter Heads, Author Bios, Index
 Word Count: _____
(avg. 425 words per 6x9" page)
 Do you have quotes/testimonials for back cover?
 Do you need an author's photo?
 Do you need photo retouching or scanning?

Production Checklist

Before submitting manuscript

- Your final manuscript has been professionally copy
edited and proofread prior to submission
(Ask for a referral if needed)
- Check your manuscript for:
- Only one space after periods
and punctuation
 - All tabs and unnecessary formatting removed
 - Table of contents prepared
 - Index (where applicable) prepared
 - Photo credits (where applicable) prepared
 - Smart quotes turned on
 - Even numbered pages are on left, odd numbered
pages are on right
- Final manuscript to be submitted as single Word
document, (.doc, not .docx) with all content in proper
sequential order. Include PDF for eBook
- Photo requirements: 300 ppi at print size (color)
600 ppi (B/W), 35K JPGS for eBooks

Submitting manuscript and graphics

- Manuscript and graphics may be transmitted via email
(up to 12 MB), YouSendIt.com (no charge up to 50
MB) or Flash drive.

Requested Production Deadline:

Marketing

- Do you need promotional materials, such as
bookmarks, flyers, website or blog design?
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