

BOOK DESIGN NEWS

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"IT'S NOT WHERE YOU ARE—IT'S WHERE YOU ARE GOING!"

CELEBRATING NINETEEN YEARS IN BOOK DESIGN

WHAT'S NEW

• *"The Vermont Outdoor Adventure Guide."* It's here! Flip Brown's *exciting* new book is now available! Flip has put a lot of time and research into Vermont's outdoor adventures and his new book is a terrific resource for anyone wishing to combine the beauty of Vermont with their favorite outdoor activity. The book contains information on more than thirty activities. The book is available for \$14.95 at all fine bookstores or from Northern Cartographic, Inc., 4050 Williston Rd., Suite #131, South Burlington, VT 05403. 802-860-2886.

• *E:Mail Address.* I've not yet jumped into the Internet, but I have been a longtime user of CompuServe. If any of you would like to correspond with me through E:Mail, my CompuServe address is 73124,1166.

• *Camera-Ready.* I am considering upgrading to provide 1200dpi camera-ready pages. No conversion, No-hassle, quick turnaround, and the price would be nice! Does this interest you? Let me know!

Form follows function. I love that phrase. For years I have watched with fascination the weight-loss industry trying (and for the most part succeeding) to convince us that function follows form. If you are overweight and can't climb the stairs to your upstairs bedroom without getting out of breath, losing 20 pounds by not eating will not make you any more fit to climb those stairs. In fact, by not eating properly, you may even become less fit due to muscle loss and improper fueling of your muscles. Your cardiovascular system won't be any more fit. BUT . . . You will be 20 pounds lighter.

A marathon runner eats a lot of food. During training for a marathon a typical runner might burn an additional 1,000 calories a day. In addition to the normal 1,800–2,500 calories required on a daily basis, this runner may be consuming nearly 3,500 calories a day! That is the equivalent of 1 pound of body weight. When we look at a fit marathon runner, we usually find a very lean person with a small percentage of body fat. This person has trained to perform a function and their lean, fit form is a result of working toward achieving the ability to run long distance. Their form follows the function.

The person that has reached the same body appearance as the marathoner through starvation is no where nearly as fit and may not even be able to run at all. Yet these two types of people would *appear* to be fit. Their FORM is the same. Thus, the illusion of success. As a society, are we becoming more interested in the form rather than the function? Is looking the part more important than playing the part. It certainly is easier!

A friend of mine recently shared a short story with me about an individual who worked very hard at creating the illusion of success. Instead of trying to reach a difficult, but necessary goal for success, she rewrote the goal to match her accomplishments, thus she appeared successful. She changed the function to satisfy the form.

An inexperienced book designer often designs around the look and then must modify the function to fit the look. While parts of the book will look nice, the design might interfere with the readers ability to read the book efficiently and effortlessly. The look of the book is *very* important, but *only* after the function of the book and its components are clearly identified.

continued from front page

So an important ingredient to successful book design (and most other design, for that matter) is to determine the function of the book at the outset of the design. What is the purpose of the book, who will be reading the book, will the book be read once, or will it be referred to many times over. Young or older reader? What are the needs of the reader of the book, what did the author have in mind? Help the reader get the information from the book as easily, effortlessly, and enjoyably as possible.

Form *will* follow function. Funny thing about books, though. If the function of the book is successfully achieved through the design, the design (form) may not even be noticed . . . And that's good!

My Home Office is *Your* Home Office!

In the October issue of *Desktop Publishers Journal*, an article by Robert C. Brenner indicates that nearly two-thirds of the 4,500+ desktop publishing businesses he profiled are located in the home. The *Wall Street Journal* recently ran an entire supplement on small business in the home. Many computer magazines are dedicating regular articles to the needs of SOHOs (Small Office Home Office). Our "work society" has been evolving in this direction for several years now. The home office reduces transportation needs and pollution. This transportation time is replaced with productive work time. Thanks to the advancements in technology, we are bringing "some" of the office back home.

The "home" office becomes an extension for those businesses choosing to use its services. These products or services can be purchased on an as-needed basis without the expense of overhead, salary, benefits, maintenance, etc. And, during the time when the service is not needed, the "home office" can be "fired," so-to-speak. The home office can be specialized, flexible, and offer specific solutions to business needs.

Many of us move, after years of working in a "downtown office," to a home office to devote our full attention to improving our **function**, enabling us to provide a less-costlier, faster, and more reliable service.

"Our Town"

Brookline, Vermont is celebrating its 200th birthday on the 29th of October, 1994. The students of the Brookline Elementary School have written a book with more than thirty-five stories about families, places, and events of Brookline. They have researched records, interviewed families, and have done a terrific job of captivating the feeling and history of a small and interesting town since its beginnings in the late 1700s.

I have been working with the students in preparing the design and layout, and the book is being "unveiled" at the town's birthday celebration. Our town of Brookline has a population of 400+, a church, a school, horse riding lodge and a couple of active farms. We are bordered on the east by Putney Mountain, the west by the West River. The Grassy Brook runs through the town.

Besides being a classic, small Vermont town, Brookline is known for its Round Schoolhouse. It was built in 1822 by an escaped criminal posing as a school teacher and the shape enabled this criminal to keep his eye out for the police.

This book is the result of an effort to enhance the lifelong learning concept of combining the resources of school and community. If any of you are interested in reading about Brookline, the Round Schoolhouse, or any of the other fascinating stories, the book can be purchased for \$10.00 (includes shipping) and you can order the book from the Brookline School, P.O. Box 370, Brookline, VT 05345.

Any profits from the sale of this book will be used to further educate the students in the process of book publishing, design, and production.



The Round School House, Brookline, Vermont