

BOOK DESIGN NEWS

Summer 1994

"A GOAL WITHOUT A PLAN... IS A DREAM!"

WHAT'S NEW

• **Quiz Response.** I had some interesting responses to the quiz in my last newsletter. I was sure most of you would be frantically writing, calling, or faxing for the answers, and many faxes *did* come in within days of the newsletter mailing! Many of you either found the quiz to be quite simple and easily solved, or you knew I'd be providing the answers in a future issue. I hope you had fun with the quiz.!

• **Racing!** I'm on the road again. After nearly 2 years of recovering from injuries and illness, I am finally back on the road and preparing for this winter's indoor rowing season. I am running in the Maple Leaf Half-Marathon in Manchester, Vermont in September, and then will concentrate 100% on the erg. Are any of you into indoor rowing? Interested?

• **Windows Magazine!** Did you recognize this newsletter's nameplate in the August issue of *WINDOWS Magazine*? It was a thrill to have been one of the newsletters selected for the article on *Award Winning Newsletter Design*.

Puzzles

Since I can remember, I have always been fascinated with solving puzzles. Jigsaw puzzles are among my favorite. The bigger the better. Do any of you remember the first round all-white puzzle? I think it was called "*A Polar Bear in a Snow Storm*" or something like that. Not much to work with there! I think that is

why I naturally gravitated toward designing books. I was attracted to the challenge of putting together all of the pieces of the book. Solving these puzzles can be a rewarding, yet difficult and time-consuming process.

Often, like designing a book, a puzzle-solver can be attracted to work on a colorful, fun part of the puzzle first. Lured by a delicious

aroma or the call of the sirens, the disaster, like painting one's self in (book) should be assembled first and all of the other definable quadrants of the puzzle can be determined. At this point, the approach to the puzzle (book design) is determined.

Successful automobile design, a methodical approach as well. The car designer's needs while the book designer's needs have produced some beautiful cars but these cars will never see the road for looks not for go. I see many cars designed the same way. Remember

Some designers get so caught up in the openings or special sections within the elements within the book world. This is where the "worst-case-scenario" begins with the worst possible combination of elements (remember the puzzle border?)

continued from front page

and making these pieces work, we will define the guidelines for a fun and successful trip through the other parts of the book.

Automobile designers that are backed by a successful racing program have a continuous source of extreme-use information for solving everyday driving situations. A book designer with experience in designing cookbooks, reference materials, trade books, how-to books, etc. will have that same type of "extreme-use information" with which to solve a variety of book puzzles. Naturally, the more experienced the designer, the less time and money spent on "reinventing the wheel." I believe in order to be a successful book designer you've got to have a real passion for books, to get up each morning with a burning desire to crawl between the sheets, read between the lines, work with a bunch of characters, not having to justify it all . . . You know the type!

The next design job that lands on your desk, ask yourself whether you want a puzzle-solver to break the book down to its basic needs and solve the problems up front, or whether you want someone to "work" with the book and find that you are still trying to put the puzzle together long after your deadline and budget have expired.

How many times have you had the urge to fold up a newsletter or memo and send it "air mail" to the person across the room? Well, here's your chance! With this multipurpose newsletter, you can satisfy that urge. This is what I call . . . **wheE-Mail!**

The Answers (almost!)

Here are the answers to last issue's quiz. I appreciate the new puzzles you sent in and I will save them for a future issue. Do any of you have the answers for 8, 9, 17, & 20?

1. 36 = Inches in a Yard
2. 6 = Wives of Henry the Eighth
3. 212 = Degrees at which Water Boils
4. 3 = Points for a Field Goal in Football
5. 20 = Years that Rip Van Winkle Slept
6. 101 = Dalmations
7. 60 = Seconds in a Minute
8. 7 = H. of R.
9. 56 = S. of the D. of I.
10. 5 = Fingers on the Hand
11. 40 = Thieves with Ali Baba
12. 30 = Days Has September, April, January, and November
13. 1 = Day at a Time
14. 10 = Apostles in the Book of Roman
15. 435 = Members of the House of Representatives
16. 16 = Ounces in a Pint
17. 31 = I.C.F. at B.R. (Indians Custer Fought at Bull Run?)
18. 50 = Cents in a Half Dollar
19. 2 = Turtle Doves (and a Partridge in a Pear Tree
20. 4 = H. of the A.
21. 13 = Cards in a Suit
22. 8 = Parts of Speech in the English Language
23. 20,000 Leagues Under the Sea
24. 9 = Innings in a Baseball Game
25. 64 = Squares on a Chess (Checker) Board
26. 88 = Keys on a Piano
27. 57 = Heinz Varieties
28. 7 = Wonders of the Ancient World

Top Ten Reasons for using *John Reinhardt Book Design*

1. You love potatoes too.
2. You're tired of doing *everything* yourself.
3. You're looking for a fresh new look.
4. You want to push the limits.
5. You need an excuse to visit Vermont.
6. The results will make *you* look good.
7. Your list is too big to handle in-house.
8. "Yesterday" keeps showing up in scheduling
9. Your curiosity is driving you crazy!
10. You want the best quality, price, and service.