

John Reinhardt's

BOOK DESIGN NEWS

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"WHERE FORM FOLLOWS FUNCTION!"

CELEBRATING TWENTY-TWO YEARS IN BOOK DESIGN

WHO & WHAT'S NEW

• **Leaves** It has been a spectacular fall foliage in Vermont and I find each year to be prettier than the year before. I forget how truly awesome the colors are. The quantity and variety of colors is indescribable. Each year, there is one exploding moment when the colors seem to come alive, as if someone flips a switch and the leaves become illuminated. You never really know exactly when that moment will be. You just have to be there when it happens. Hundreds of thousands of people travel to Vermont each fall in hopes of witnessing that special "moment."

The leaves are nearly gone now and the talk of snow is part of our daily conversations. If you ever have the desire to experience the Vermont foliage, or any of any of the terrific seasons, you are always welcome to visit me in Brookline. The spring brings the fresh maple syrup, the summers are cool, the fall is, well, unbelievable, and the winters are made for skiing.

If you'll let me know in advance and I'll be more than happy to help with accommodations and any other arrangements.

• **JRBD E-News** If you're interested in receiving my new electronic design news, please e-mail me to be put on "the list." Once on the list, you'll automatically receive the special news via e-mail.

The **e-news** contains fascinating and up-to-date news and info concerning book design and the web. . .

TOLL-FREE!

1-888-305-4710

That's right. It no longer costs you anything to call—I'm footing the bill. All of the "800" numbers have been taken and "888" has been designated as a toll-free area code. Now you can call from anywhere, any time, for any reason, and it isn't going to cost you a cent. Now that's a deal!

So go ahead, dial the number and let's talk about your next design project or get the latest ski report. Go ahead . . . the call is free!

WEB SITE DESIGN

I've been engaged in several web site designs recently and I found myself needing to bring my *own* site "up-to-date." If you haven't visited lately, please do. My site's appearance demonstrates a clean and simple design of the page rather than employing many of the exciting "carnival-like" goodies typically seen on the web.

I was recently interviewed by an international graphics software/hardware developer for my thoughts on the difference between books and the web. These two mediums have much in common, making the web a perfect match for a book designer, but there are some distinct differences as well. Here is just a sampling from that interview:

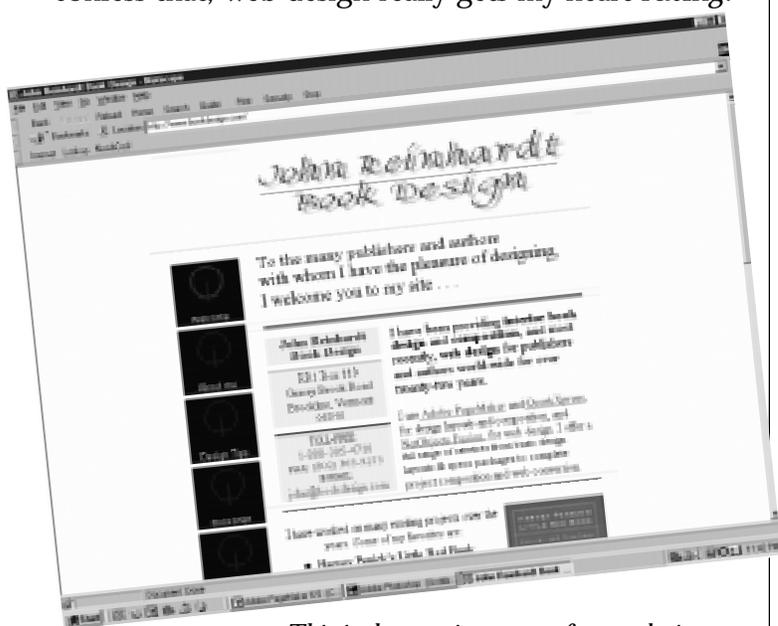
- A book is static while the web is dynamic.
- Most books are printed black on white while the web is rarely without color.
- A book's "look" will be the same for everyone while the appearance of a web page will differ depending on the viewer's equipment and browser settings.
- Once printed, a book doesn't change. Web pages constantly change.
- Books usually take months to produce while a [basic] web site can be published in a matter of hours.

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- Several thousand books must be produced to reach several thousand readers. One web page is produced and can be accessed by several thousand people at the same time.
- A book is read with our eyes. A web page can also be read with our eyes, but it can be heard and watched (like a television) as well.
- A book is “read-only” while the web is interactive responding to input.
- A book can be read anywhere. A web site can only be accessed through a electronic browser.
- The design of a book is limited to the compositor’s and printer’s capabilities while a web page is dependent on the browser’s ability to interpret the code.

Okay, you get the point. The web environment provides us with a playground of opportunities to share information. While this exciting medium is has infinite possibilities, the book continues to demonstrate its dominance as the resource of choice. Once a book is in our hands we, as a reader, have complete control of the way the information is accessed. Web pages require more than basic reading skills to benefit from all they have to offer.

These two mediums will grow as partners in the world of information and entertainment. As a book designer, I am excited about the web and the creative opportunities that it presents. My true love and passion will always remain with the design of books but, I must confess that, web design really gets my heart *racing!*



This is the opening page of my web site.

As chairperson of our local elementary school, I spent this past summer interviewing and hiring three new classroom teachers and a principal. Due to the unusual timing of career changes and retirement, we were faced with the thrilling task (and a rare opportunity) of providing an entirely new teaching staff for our school.

Several months ago I overheard the Chairman of the University of Kentucky Board of Directors make an announcement, at a special news conference, about the new candidate for the position of men’s head basketball coach. I wasn’t paying much attention until something he said jumped out at me. He said:

“We not only have a candidate that *can* do the job, we have a candidate that *wants* to do the job.”

I couldn’t help but think of that statement while poring through the hundreds of teacher applications for our school. The nearly one hundred resumes (from all over the country) read alike—the experiences and qualifications became a blur after a while. On paper, these were all competent teachers that could do the job but I was looking for the spark, the energy, that simple *desire* to do the job. There, I believe, lies the single element that makes the difference—the *desire* to do the job.

Whether it be selling shoes, building houses, or designing books, each of us offers a product or service in exchange for money. Other than money, what is the motivator? What drives the passion?

Attitude makes the difference.

I am proud to say that we hired the new staff this summer and these new teachers are terrific. These people have created a fun, relaxed, and exciting learning environment for our community. Their desire to teach is evident and the students are reacting positively to this energy.

I am so thrilled to be involved with people that have the same passion for their profession that I do for mine. We share the energy, the desire, the attitude to learn, to grow, to be better than yesterday. We truly love what we do.

This “passion” stuff sounds corny to those who look at their *job* simply as a means of collecting a paycheck. I don’t ever think about retiring. Why would I want to stop doing what I enjoy—our reason for being?

Our new principal lives by his phrase “enjoy the process.” Learning is a process—a voyage—where we can enjoy the trip on our way to a goal. Once that goal is achieved, we use the knowledge gained to continue the process. Book design is a process . . . so give me a call (remember, it’s toll-free!) and let me share the passion.