

# BOOK DESIGN NEWS

Spring 1997

VOLUME V ISSUE I

"SEEING ISN'T BELIEVING—BELIEVING IS SEEING"

CELEBRATING TWENTY-TWO YEARS IN BOOK DESIGN

## WHO & WHAT'S NEW

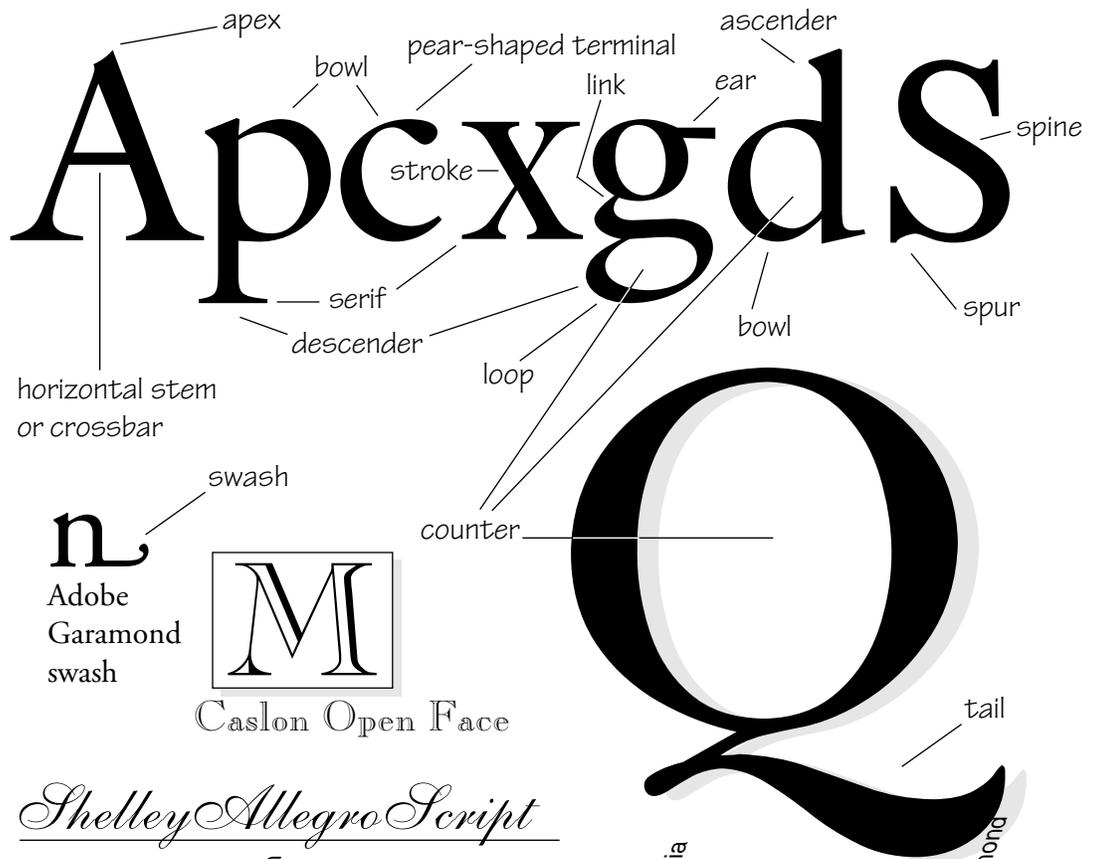
• **Little Books.** I have a collection of little books published by the "Little Leather Library Corporation," New York, later known as Robert K. Haas Inc., Publishers. Trim size is 3" x 4" and the covers are made of green leather with embossed titles and an ornamental border. I must have over one hundred and twenty books.

I know nothing about these books and would appreciate any information you might have concerning their history, the publisher, worth, etc.

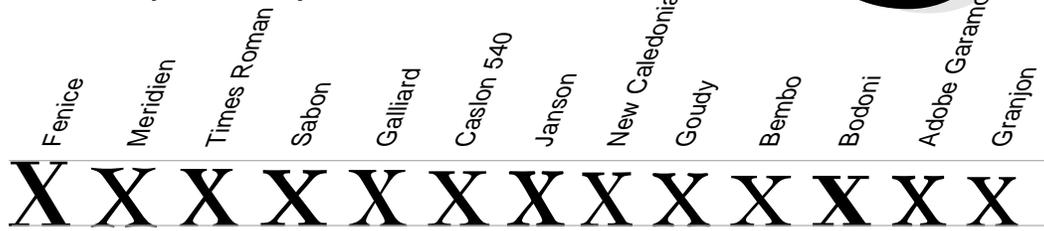
Some of the titles and authors are:

- Hiawatha*, Longfellow
- Speeches and Letters*, George Washington
- Memories of President Lincoln*, Walt Whitman
- As a Man Thinketh*, James Allen
- The Mark of the Beast*, Rudyard Kipling
- The Gold Bug*, Poe
- The Taming of the Shrew*, Shakespeare
- The Trial of Socrates*, Plato
- Uses of Great Men*, Emerson
- Ghosts*, Henrik Ibsen
- The Holy Grail*, Tennyson
- Fairy Tales*, Hans Andersen
- Sonnets from the Portugese*, Elizabeth Browning

## PARTS OF A LETTER



## Shelley Allegro Script



"X"-height is the height of a lower case letter without ascenders and descenders. As you can see here, not all typefaces are created equally. All of the typefaces above are the same size—48-point. Consider the x-height of a typeface for readability and the fit of the book.

## WHAT WILL YOU DO WITH YOUR FREE TIME?

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I was visiting a friend of mine recently, who is a Production Manager for a small publishing company, and throughout the day we were being interrupted by her staff. She has four people doing a multitude of things, including designing books.

Most of these interruptions involved time management and answering questions about the books on which they were working. I was amazed by the constant need for her to juggle work and assignments in order to keep them all busy. Some are more skilled at design than others, and some more skilled at graphics and computer operation.

I was told that one of her most time-consuming activities was trying to schedule her staff's time so that everyone had something to do. If there wasn't enough design in house, then other work had to be found. It was simply a case of having too many people during the normal times.

I was reminded of my days as an art director, with a staff of twelve and the constant juggling of work, skills, and deadlines, not to mention the sick, vacation, and unexpected emergency days. In those days we didn't have the technology we have today and we needed to have staff on site. Today, much of this work can easily be done away from the office.

We talked about the possibilities of my doing some of the design work, reducing the need for her large staff. She really only needs two people to

handle the regular work, and I could take care of the overflow. She wouldn't be trying to find work for me to do when there wasn't any and she wouldn't have to be consumed by my constant interruptions throughout the day.

The more we talked about this idea, the more she realized how much "free" time she could have as a result of this change. She could simply hire me for the work as needed. When there weren't any books needing design, she wouldn't need to spend time "creating" work for me.

Current technology allows Production Managers to take advantage of designers, like myself, who live and work away from the city. E-mail is making the communication painless and the use of Adobe Acrobat to send pages back and forth reduces the need for next day shipments and loss of production time.

It is not easy for some managers, used to working only with in-house staff, to use outside designers as it does require a fair amount of organizational skills. But then, that is why they are managers, isn't it? Once you break the limits of your company's walls, the possibilities are endless.

So, after you take the plunge, and allow *John Reinhardt Book Design* to handle your book design needs, I'll have only one question:

**What will you do with *your* free time?**

## SAMPLES PAGES ON THE "BOOKSHELF"

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Finally! You can now log onto my web site, go to the "Bookshelf," where you'll find a partial listing of the 800+ books I have designed, and find the first three books are linked to sample pages.

In order to view these pages, you'll need to have Adobe's Acrobat Reader installed on your computer. This Reader is free and can be downloaded directly from Adobe's home page at [www.adobe.com](http://www.adobe.com).

I get many requests for samples of my work, and this will enable you to see my work without asking. I hope to add more samples soon.

All of my past newsletters are available in the "Newsletters" section of my site and they, too, are viewable using the Acrobat Reader.

## Vermont's "Mud Season"

I moved to Vermont in 1984 because of its geography. It is truly a four-season-PLUS state. While each of the four seasons is full of all of the sights, sounds, and senses we normally associate with them, there are other "in-between" seasons.

Mud Season is early spring when the snow melts and the dirt roads and long driveways become mud bogs. Some roads are impassable this time of year. The next few weeks is also known as 'Taint Season, because it ain't winter and it ain't spring!

Right now the maple syrup sap buckets adorn the trees and the many "sugar shacks" are boiling the sap 24 hours-a-day. It takes about forty gallons of sap to make one gallon of syrup. Our neighbors "tap" our trees and we are looking forward to that first fresh gallon of syrup any day now!