

John Reinhardt's

BOOK DESIGN NEWS

January 2000

VOLUME VII ISSUE I

BUILDING BOOKS FOR THE FUTURE . . . AND BEYOND!

CELEBRATING TWENTY-FIVE YEARS IN BOOK DESIGN

WHO & WHAT'S NEW

- **New Millennium.** Have you had enough of this new millennium and Y2K stuff?

It seems like everything is being repackaged to take advantage of Y2K and beyond these days. Well, not to be left behind, I am redefining myself for the next century! Here are some highlights of things to come in the year 2000:

- **New and exciting web site.**

My website will be completely redone to include more interactive design samples, design tips, and general news and resources relative to book design and production. Plus, there will be some fun stuff as well. Like a more intense and thorough Pepsi page, and a webcam that will allow you to check in on me now and then or, simply see what the weather is like in Brookline, Vermont!

- **Adobe InDesign.** Yes, I too am switching to Adobe's new InDesign for all of my future bookbuilding. I beta tested this application and am now testing it with some current projects. Quark and PageMaker are based on 15-year-old foundations. InDesign is positioned to take us into the future . . . and beyond!

- **E-mail responders.** I will provide a series of automatic e-mail responders that will allow you to receive current information about a variety of design issues, pricing, scheduling, etc.

Happy New . . . Year . . . Decade . . . Century . . . Millenium !

Whatever you call it, this will be some special new year. I sincerely hope the year "two-kay" is professionally and personally rewarding for all of you. I have enjoyed working with so many of you this past year and look forward to the many book design challenges that lie ahead. A funny thing about books is that the more things change, the more things stay the same. In spite of all the changes and attempts over the years to improve our lives, the book, as we know it, has survived. We may change the way we put books together but the package remains essentially the same.

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HAPPY HOLIDAYS

Has It Been a Year Already?

Gosh! I guess time really *does* fly when you're having fun! It has been a year since my last issue. That's not good for a quarterly newsletter! To say this past year has been one "heckuva" busy year for me, is an understatement! During the past twelve months I have had the pleasure to design and compose more than fifty books. I had hoped that this would be a "quiet" year for me but it obviously it didn't work out that way.

I continue to be priviledged to work with so many wonderful publishers, editors, authors, and designers in the collaborative effort of producing some truly wonderful books.

Here are just a few of my 1999 highlights:

- * **We Followed Odysseus, *Seaworthy Publications.***

Written by Hal Roth, this book chronicles the adventure he and his wife experienced in retracing the the journey of Odysseus. Hal Roth is an accomplished sailor and writer.



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He has successfully sailed solo around the world, earned the coveted Blue Water Medal of Cruising, and has sailed tens of thousands of ocean miles over the years.

- * **New York Yankees: The Glory Years**, *Jonathan David Publishers*. This book highlights fifty of the greatest all-time New Yankees baseball players. From Babe Ruth to Andy Pettitte, each player has one year considered to be their “glory” year.
- * **God’s Word for the Biblically-Inept™ series**, *Starburst Publishers*. With eight books on the shelves and eight more coming this next year, this series of books to aid in learning the “Bible” is rapidly growing in popularity. They are designed to make learning the bible easy, fun, and interactive.
- * **CRUNCH Fitness Series**, *Hatherleigh Press*. Crunch Fitness has fitness gyms all over the country and a daily show on ESPN. They now have six workout guides for workaholics, road-warriors, marathon runners, beginners, and more.
- * **Bill Gallo’s Drawing a Crowd**, *Jonathan David Publishers*. Bill Gallo is a well-known caricature cartoonist who has been drawing sports celebrities in editorial-style cratoons for many years. Finally a book will be soon be available highlighting hundreds of his popular cartoons.

I could talk all day about the many books in which I have done this past year. Many challenging books are already “in the works” for the coming year and I look forward to each every one!

Final Thoughts . . .

In my next issue I am going to address the new e-book technology and its impact on the book design process. Some may think that technology spells the end of traditional design methods, while it actually enhances current methods and will emphasize even more the need for skilled and quality design.

Instead of creating books for one medium, we’ll find that the design will be developed for use on many platforms. The traditoonal book, e-books, handhelds, the web, on-demand printing, etc.

As publishers continue to face increasingly intense deadlines and tighter profit margins, the acquisition of skilled “partners” in the book building process will become a critical consideration for the year 2000.

Final Answer

In my last issue I showed a cartoon that was drawn by a friend of mine. The caption consisted of symbols, pictures, and letters. Deciphering the caption proved to be quite challenging. While many of you responded with a variety of interesting solutions, a few had the right answer. And so, without delay . . . here is the FINAL ANSWER:

“I ran into Steve the other day and he said he wouldn’t miss your party for the world, Al (who), incidentally invited him to a party the same night. He’ll be there with bells on ho, ho.”

Final Joke

I have spent the last several years working with the local elementary school as a school board member, volunteer, computer guru and teacher, and general “whatever you need” kind-of-person. Like most of you, I am amused by the things our kids say and do.

Over the years, as our brains get filled with information and logic, and we forget how to think and act without reservation and obstruction, we forget how simple thought can, and should, actually be.

Of all the jokes I received this past year, I found this one summed up how we all need to “lighten up” a little. I hope you enjoy it as much as I did.

A kindergarten teacher was observing her classroom of children while they drew. She would occasionally walk around to see each child’s artwork.

As she got to one little girl who was working diligently, she asked what the drawing was.

The girl replied, “I’m drawing God.”

The teacher paused and said, “but no one knows what God looks like.”

Without missing a beat, or looking up from her drawing the girl replied, “They will in a minute.”