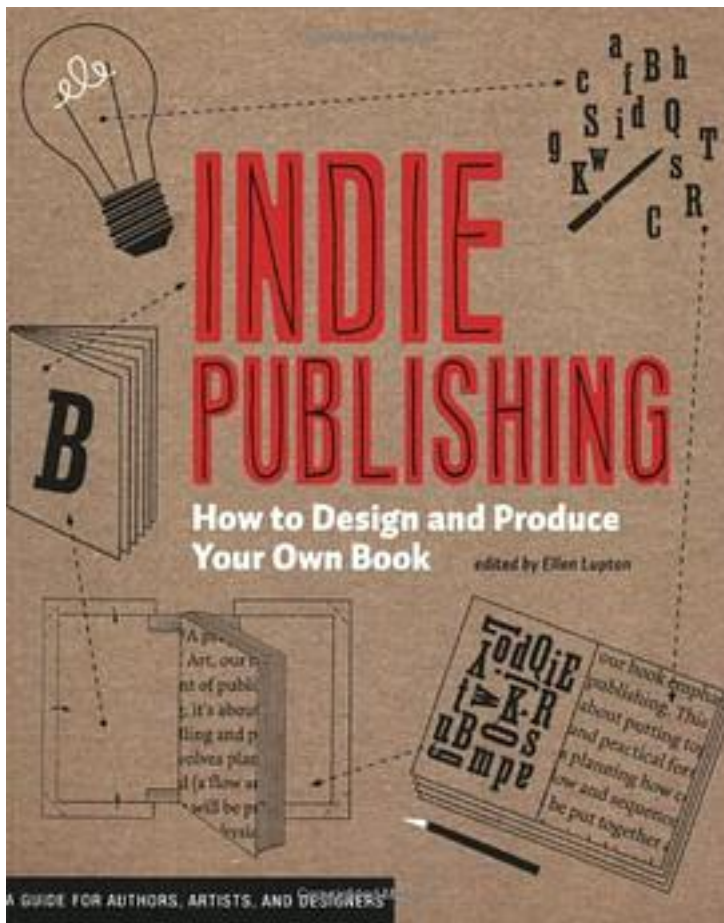


Indie Publishing



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著者:Ellen Lupton

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Once referred to derisively as "vanity publishing," self-published books are finally taking their place alongside more accepted indie categories such as music, film, and theater. Indie Publishing is a practical guide to creating and distributing printed books regardless of your background, skill set, or ambition. It will help you realize projects of

every scale and budget, from the traditional bookmaking techniques used to create zines to the more ambitious industrial production methods required to produce hardcover books in large quantity.

Indie Publishing's special focus on the visual design of books makes it unique among publish-it-yourself manuals. Readers are taken step-by-step through the process of designing a book to give it personal style as well as visual coherence and authority. Design principles such as scale, cropping, pacing, and typography are explored in relation to each example, along with commentary on how to create effective title pages, tables of contents, captions, and more. Indie Publishing aims to inspire readers with examples of print projects similar to those they might undertake on their own. Sample designs include a picture book, artist's portfolio, exhibition catalog, poetry chapbook, novel, and zine. Indie Publishing addresses the important business aspects of independent publishing from how and why you should get an isbn number to creating promotional materials and using the internet to market your book. This comprehensive, illustrated guide concludes with a curated portfolio of the most exciting examples of independent publishing from the contemporary scene, reproduced in full color. If you have content to share and you want to give it a fresh and orderly form, this book will kick-start your project and keep you motivated until the ink dries. Indie Publishing is the eighth title in our best-selling Design Briefs series, which has sold more than 100,000 copies worldwide.

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评论

ellen lupton的书对初入门的设计学生来说真的很好用～

还好咯。蛮basic的

【阅读时间：50min】特别特别入门。不过我对于这自出版的思维很感兴趣：把书作为一个跟小范围读者深度交流的工具，同时增加了出版的自主性——使得制作一本书不仅仅是传递印刷的内容，书本身也成为作品和自我塑造的一部分。书中把不同的书分为小说、诗歌、zine、画册、艺术展手册、作品集等，每一页基本上都有些例子，看起来还挺好玩儿的。其实这种书消遣的时候看看挺有意思的，看看别人是怎么做的。我觉得起码纸质书能做到立体和装帧的趣味这一点，是如今已经转移阵地到了网络的zine所无法做到的。因为书，可以超越纸，可以超越2D（比如布做的书），同时，也可以在尺寸上与读者进行沟通。总之很有意思，有机会的话以后我也要自己制作点书。

棒

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