



PROJECT ACCESS

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## Objectives of Book-on-Demand

- Increase access to instruction for deaf/hard-of-hearing students in mainstreamed settings
- Help “support service coordinators”
- Reach more faculty
- Sustain results beyond grant funding cycle

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## Workshop Subject Matter

### Book Chapters

1. Conduct a student panel
2. Simulate the deaf/hard-of-hearing experience in a mainstreamed classroom
3. Work with captioning support services
4. Simulate a deaf campus

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## Workshop Subject Matter (cont.)

### Book Chapters

5. Use the Class Act website
6. Work with interpreting support services
7. Model Universal Design for inclusive instruction
8. Plan for change in the classroom

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## Planner's Guide Package Contents

- 251-page book
  - eight chapters (each chapter represents a workshop)
- 2 CD-ROM's
  - 8 Videos
  - 12 Microsoft PowerPoint presentations (3 with embedded videos)
  - 45 Microsoft Word files (editable for particular situations)

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## Book Content Preparation

- Wrote directions for how to facilitate each of the workshops
- Wrote supporting notes for slide shows
- Prepared flyers that announce each workshop
- Prepared PowerPoint shows, some with embedded videos

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### Book Content Preparation (cont.)

- Prepared Microsoft Word files of content
- Wrote checklists of content for each chapter for easy access to all materials
- Wrote leadership guides to clarify expectations, experiences, and outcomes for each workshop
- Prepared evaluation form for each workshop

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### Book-on-Demand Advantages

- Availability of single or small run quantities for low-demand books
- No minimum quantity order
- Inexpensive (even free) setup fee

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### Book-on-Demand Advantages (cont.)

- No storage expense
- On-line company handles:
  - printing
  - shipping
  - sales
  - collection function
  - payment of royalties
- Easy revision process
- No unsold copies

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### Designing for Book-on-Demand

#### Similarities

- Same layout production software (QuarkXPress, In-Design, etc.)
- Same drawing and photo editing software (Illustrator, Photoshop, etc.)

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### Designing for Book-on-Demand (cont.)

#### Similarities

- Same layout process and considerations (margin widths, numbers of columns, content of headers and footers, etc.)
- Same availability of binding choices (perfect binding, saddle-stitched binding, wire-bound binding)

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### Designing for Book-on-Demand (cont.)

#### Differences

- Final files are pdf files; one pdf file for all content, and separate pdf files for front and back covers
- Embed all fonts instead of accompanying folders of font families

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## Designing for Book-on-Demand (cont.)

### Differences

- Electronic delivery
- Burn files onto CD-ROM for mail delivery

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## Designing for Book-on-Demand (cont.)

### Differences

- Remote communications with vendor, either e-mail, telephone, or none at all
- Printer's representative does not visit designer for consultation
- Limited choices of paper colors, ink colors, cover stock, etc.

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## Rationale for Two Vendors

- Provided variety of experience for first-time user
- Provided back-up assurance of on-time delivery for tight production deadline
- Team members knew both companies

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## Two Vendors

- BookSurge (<http://www.booksurge.com>)
- Lulu (<http://www.lulu.com>)

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## Comparison of Two Vendors

### File Production

- BookSurge provides extensive printed production guidelines
- Lulu provides simple on-screen production instructions

### Recommendation

- Produce trial production copy early in process for evaluation

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## Comparison of Two Vendors (cont.)

### Web Interface

- BookSurge interface is not intuitive
- Lulu provides a simple to use, intuitive interface

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### Comparison of Two Vendors (cont.)

#### Telephone Assistance

- BookSurge provides extensive telephone assistance
- Lulu provides no telephone assistance

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### Comparison of Two Vendors (cont.)

#### Communications

- BookSurge uses automated e-mail responses—impersonal tone
- Lulu uses automated e-mail responses—friendly, appreciative tone

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### Comparison of Two Vendors (cont.)

Book costs to authors for our 251-page *Workshop Planner's Guide*, including color cover

- BookSurge cost \$8.09
- Lulu cost \$9.56

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### Comparison of Two Vendors (cont.)

Book costs \$35.00 to purchasers (set by authors)

- BookSurge  
author receives \$17.50 per copy
- Lulu  
author receives \$20.35 per copy

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### Hands-on Demonstration

Lulu Website Five-Step Process

1. Data
2. Upload and Convert
3. Binding and Colors
4. Cover Art
5. Price and Finish

<http://www.lulu.com>

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### Lessons Learned

- Book production process is only small part of the complete publication cycle
  - content and design
  - author responsibility for marketing
- Possible tardy delivery
- Relief from business details
  - money collection
  - product storage