



grant nelson DESIGN >

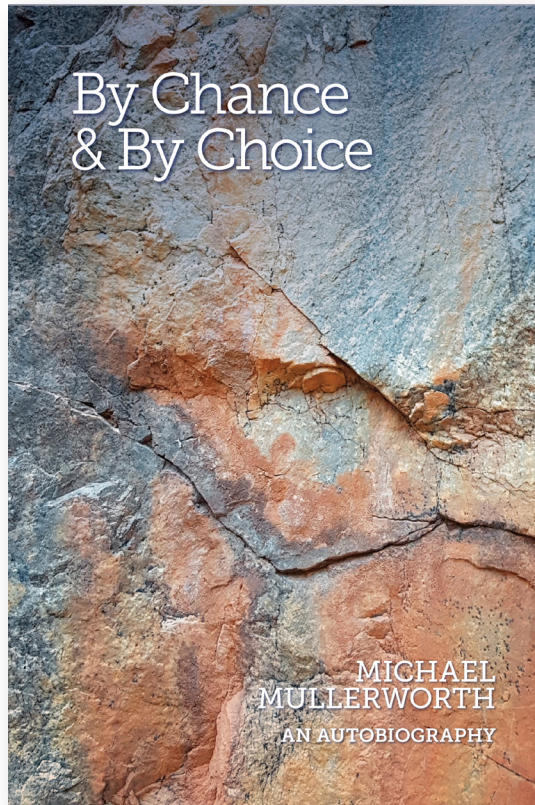
book design

GRAPHIC DESIGN & PRINT MANAGEMENT

for self-publishers >



some client projects & comments >



'By Chance & By Choice'

Michael Mullerworth - an autobiography >

I started preparing a short autobiography in late 2022, and completed it in December 2023, a year or so later. I had the benefit of assistance from historians and a graphic designer, Grant Nelson.

Grant is experienced in assisting would-be authors, and is thoroughly competent, creative and professional. He listens carefully before proposing a plan, explaining the sequence of recording, writing and editing drafts, searching for and selecting illustrations or images relevant to the text, and delivering a narrative. He is quick to respond to questions and concerns, and can drive the process with prompts and positive suggestions. He is warm and approachable and has a good sense of humour.

He encouraged me by praise and example, but never pushed me too hard, just enough to keep me from stalling. He is a willing collaborator, who never complained when contacted frequently.

He is easy to work with, extremely patient, gives careful attention to detail, and keeps within expected time and expense boundaries for his clients. I am very happy with the appearance and quality of the finished product. I strongly recommend Grant if you are thinking of recording your life history or publishing a memoir.

Michael Mullerworth

Format: Paperback

Pages: 120

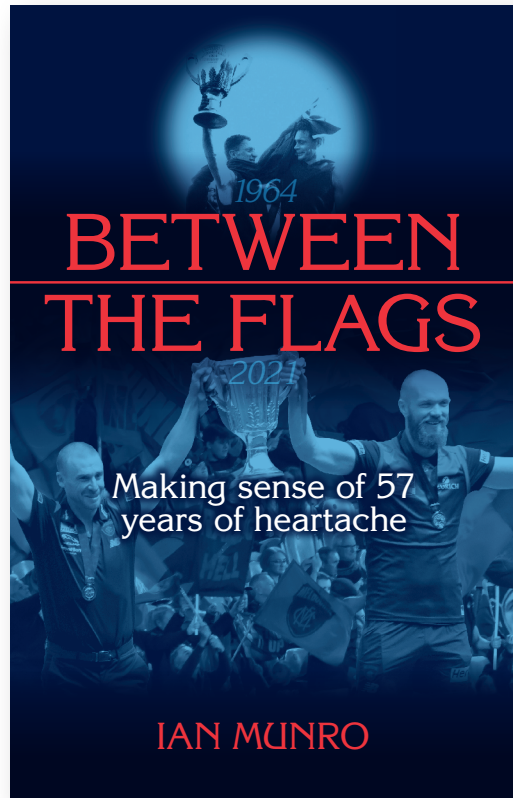
Colour: Colour with photos throughout

Print qty: 50

Printer: GND sourced



some client projects & comments >



Between the Flags >

Grant played a vital role in the publication of my book 'Between the Flags'. His cover design reflected an instinctive grasp of the project and its target audience while he also contributed enormously in terms of image reproduction and standardisation, text layout, and captioning.

Grant's contribution was not limited to design issues: he was also invaluable to me in dealing with queries raised during the printing process.

His professionalism was essential to problem solving and a successful outcome.

Ian Munro

Format: Paperback

Pages: 338

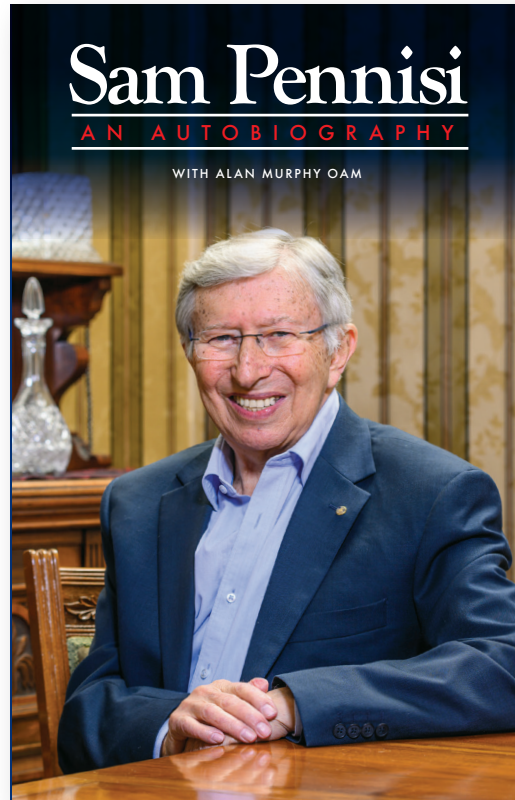
Colour: Black and white text, with colour photo sections

Print qty: 1000

Printer: Client sourced



some client projects & comments >



Sam Pennisi - an autobiography >

*I love the layout and the quality of the photos.
You did a great job.*

Kind regards

Sam Pennisi

Format: Paperback

Pages: 248

Colour: Colour with photos throughout

Print qty: 1000

Printer: Client sourced

welcome to the journey >

ready for design and printing? >

So, you are at the stage where you consider your self-publishing work is ready for design and print?

Congratulations! The writing and assembling of images has already likely been quite a journey, involving much time, effort, reflection and dilligence on your part.

The good news is that you are nearly ready to work with a designer to take it through to the type of finished product you might have envisaged (or are trying to).

In my professional experience, the design and print stage is also a significant journey, one much more involved than might be imagined, particularly if you have not had previous self-publishing experience.

To support your efforts, I have developed a core design and print process, broken into practical stages, to help you through the journey, and to best ensure:

- > clear understandings on both our parts
- > professional design, support and advice
- > a robust amendment and approval process
- > efficiency and value
- > delivery of a retail-quality result that does justice to your intentions, and that you are proud of.

my approach >

Based on over 35 years of design and print management, I like to think I can bring significant, added value to your self-publishing project.

I have completed over 4000 projects, big and small, for regular clients including Government agencies, professional associations, AFL Clubs, businesses of all sizes as well as individuals such as yourself.

Much of this work has been print-based production of multi-page reports, publications, magazines and self-publishing projects.

Partnership is central to my approach. I work *with* you by getting involved and offering guidance, advice and support along the way, whilst maintaining clear lines of communication (many emails!).

I endeavour to be proactive throughout. If I think your project could benefit from a suggestion, a little extra googling, a cost-saving measure or finding some additional image resources, I am happy to offer that.

And while the end responsibility for the quality and accuracy of what you have written ultimately lies with you, I keep an eye out for anything that might benefit from a suggested correction or amendment. I also use my design software to run basic checks on things like letter spacing, missing full stops and basic spelling etc.

time and cost >

My design costs are based on the hours I spend.

Importantly, **I have absolutely no interest in creating extra, unnecessary work for myself.** I work quickly and aim for us both to be as efficient as possible; the process I propose is designed to keep my time and your costs to a minimum, while maximising a quality result.

As part of that same process, **I provide an initial Cost ESTIMATE**, based on your unique project, my experience and a realistic 'guesstimate' of how many hours might be involved, and an initial print specification.

However, as I mentioned earlier, this is a significant journey, and there is no reliable way to account for the unanticipated variables along the way.

For example, with all self-publishing projects I have worked on, the 'final' or latest draft I have been given by the author to start the design process has *never* been the final version!

There have invariably been several (or more!) rounds of unforeseen amendments while in the design phase. This has involved to varying degrees: altering the text, changing images, adding extra chapters/sections etc. – all of which has meant a constant reconfiguring of the layout and multiple additional drafts for approval.

The problem with this is that it adds significant, unanticipated design time and in some cases extra meetings, and unfortunately those hours need to be charged for ... it can be significantly more than the original estimate.

Additionally, the length of the whole process gets pushed out and, coupled with your ability to respond with approvals etc., the whole exercise can take longer than estimated.

So, try and make sure your 'final' text is as close to 'final' as possible before starting the design process!

Print costs are much firmer due to the mechanical nature of the printing process, and rarely vary over the life of the design process.

invoicing and payment >

Self-publishing projects can take several months. Therefore, I look to reach agreement on a method of design progress payments along the way.

If I source the printing, it will be invoiced through me towards the end of the whole process. You can make your own arrangements if using your own printer.