



CORRECT AT 7 June 2010

Workshop/Seminar Title	Educational Book Design Exposed
Description	<p>This industry workshop has been designed to increase knowledge and understanding of the design process within educational publishing in order to make working practices more efficient, creative and valued.</p> <p>“Designers design – regardless of the medium.” With this in mind, and using educational book design as the focal point, this workshop will de-construct the issues and challenges the designer faces during the design process.</p> <p>It will offer ideas, inspiration and a chance to learn by sharing the experiences of others across the industry. In particular, and from the educational book designer’s point of view, the presenters will turn the spotlight on the potential for increased understanding and effectiveness in working with colleagues – across the areas of design, editorial, marketing/sales and publishing.</p>
Cities and Dates	<p><i>Melbourne: POSTPONED as of 11 JUNE due to insufficient registrations</i></p> <p>Sydney: Tuesday 29 June 2010 Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000</p>
Start and finish times	9.30 a.m. – 4.30 p.m.
Presenters	<p>Brendan Bolton has been working in education for nearly 25 years as a teacher, author and publisher. Over the last 12 years he has published a range of educational titles for the local and international markets, including literacy programs, mathematics workbooks, software and even an atlas. Brendan enjoys the challenges of working in the fast-paced, ever-changing educational publishing industry.</p> <p>Olga Lavecchia has been working in educational publishing for over 10 years. Her love for educational book design and the design process has been the driving force throughout her career. Recently, Olga has derived much satisfaction from managing and mentoring young designers whose passion for educational book design continues to feed her own. Olga started her career at Oxford University Press before moving to Cengage Learning.</p> <p>James Lowe started his career as an apprentice with The Age where he gained the hallmarks of typography and design skills. He went on to improve his artistic talent by servicing varied clients in his own small business. He later moved to a senior role in an advertising agency where he enjoyed mentoring younger designers. James has now found his passion in educational publishing with nearly 10 years longevity.</p>
Who should attend?	<p>This workshop is designed to appeal to all those who want to raise the bar for excellent book design in Australia – whether from small or large houses and no matter what your job in the publishing house.</p> <ul style="list-style-type: none">• It will confirm and inspire educational book designers• it will aid the relationship between designers and their publishers, editors, sales and publicity colleagues [so the

	workshop is for them too] <ul style="list-style-type: none"> • AND trade book designers - it will be a unique opportunity for you to understand the similarities and differences between the sectors. <p>Sending a team or group from across your company would be a worthwhile experience.</p>
Content may/will include	Content areas will be: <ul style="list-style-type: none"> • The Design Process • The Design Brief • Developing the Design • Presenting the Design • Critiquing the design • Roles and responsibilities along the way • Design workflows, schedules, processes, procedures • Strategies across the publishing/marketing/sales/editorial departments; • The latest in schools and higher ed markets – and design possibilities; where is digital publishing going to impact – now? In the future? Discussion will aim to cover some of the following areas: <ul style="list-style-type: none"> • Any issues you want to raise on the day to air with trusted colleagues in just the right atmosphere • The schedules and procedures and how they impact on the working relationships between colleagues • What's a 'good design' /what's a 'bad design' • What are the differences between trade and educational designers? Are we all in this together?
Format for the day (where applicable)	Presentations will include opportunities to ask questions, discuss and share during the day. Visual props and a workshop activity or two will make an appearance.
Investment	\$ 395 APA members \$ 460 Non-members
Venues	Melbourne: POSTPONED as of 11 JUNE due to insufficient registrations Sydney: Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000
Catering	Morning and afternoon refreshments and a light lunch are included.
Further information	Please contact: Dee Read, Industry Professional Development & Training Manager, APA Office: 02 9281 9788 Mobile: 0424 603 251 e: dee.read@publishers.asn.au

NOTE: Event details are subject to change. The latest information is indicated by date at the top of the first page.

<p>TO REGISTER</p> <p>1. Read Cancellation Policy</p> <p>2. Then register</p>	<p>Please keep a copy of the Registration Form for your accounts department as this form is your TAX INVOICE when paying by EFT or credit card.</p> <p>Click here to go straight to cancellation policy before filling in the registration form.</p> <p>Download TAX INVOICE/REGISTRATION form at http://www.publishers.asn.au/training.cfm</p> <p>OR</p>
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| | <ul style="list-style-type: none">• Go to the Professional Development page Event Table• Scroll to find workshop• Go to Status column• Click on Booking Now and this will take you to the TAX INVOICE/REGISTRATION form. |
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- **Complete and fax** to 02 9281 1073
- **or email** to dee.read@publishers.asn.au