WHO & WHAT'S NEW

• *The Future of Publishing.* A recent issue of *Step-by-Step Graphics* magazine predicts many reference books will find their way onto CD-ROMs while adult trade books (my specialty!) will be *the* hot area of publishing.

• *HTML Editors.* With the continuous explosion of the World Wide Web, everyone seems to be offering programs that will make the production of web pages and documents easier, faster, and with little or no training. Even PageMaker 6.0 has a built-in html editor.

Adobe's *PageMill*, Microsoft's *FrontPage,* and SoftQuad's *HotMetalPro* are all mentioned as top programs.

I have found a couple of terrific html editors on the web. They are *WebEdit*, by Kenn Nesbitt, and *HotDogPro*, available from Sausage. You can download trial versions of these programs from the following web addresses:

WebEdit
http://www.nesbitt.com/
HotDog
http://www.sausage.com/

Log on to the web and get to work—I think you'll like what you find!

THE TITLE PAGE

After many years of designing books, I have concluded that publishers have three basic approaches to the design of the title page. They are:
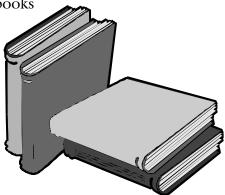
1. The title page should duplicate the cover or jacket exactly.
2. The title page should resemble the cover or jacket.
3. The title page should be designed independent of the cover or jacket.

I subscribe to number 3 and will tell you why, but first, I will explain my feelings about the first two attitudes.

Allowing the design of the cover to dictate the interior design gives the cover designer control over both the exterior and interior approach. I look at the cover as an advertisement for the book. This is the one, quick shot, the publisher gets to persuade the reader to open the book. Each book is competing with the other books on the shelf. The selection and use of the type and graphics on the cover are for the purpose of drawing the attention of the (potential) reader to pick up the book.

Once the reader has taken the book off the shelf and opened the book, the title page sets the stage for the pages that follow. The alignment, type selection (and use of bold, italic, letterspacing, etc.), sinkage, use of graphics and rules, and, just as important, the margins, will provide a sense of structure or "hierarchy" for the elements within the book. Cover designers are more in tune with the marketing aspects of publishing (selling the book) while interior designers work more closely with the editorial department (reading the book).

If the designer has carefully constructed the interior elements based on the design of the title page, the reader will move through the book effortlessly. This method puts more emphasis on the message rather than the messenger.

The analogy that comes to mind when I think of a "cover-designed" versus "book-designed" title page is the design of automobiles. Mercedes-Benz has always followed the approach of designing their cars from driver's perspective first. They start with a driver behind the steering wheel and work from there. This is the idea of designing the title page with the reader in mind.

Many other car manufacturers, on the other hand, design cars from the outside-in (cover-designed) with their first, and foremost, concern being the car's appearance. They make the cars "look" good and then squeeze the driver inside with what room remains.

This goes back to one of my strong beliefs (see Fall 1994 issue of *John reinhardt Book Design News*) of "form follows function." The function of the title page is to guide the reader through the book. If carefully done by the book designer, a good-reading book should follow. If, on the other hand, forcing the book designer to follow the lead of someone interested in the exterior look of the book (who may have little or no training in interior design) the "readability" may suffer.

The next time you send your readers off to enjoy one of your books, think twice about whom you choose to send them on their way. Take advantage of the skills of both designers. The cover designer puts the book in the reader's hands, the interior designer helps the reader navigate the pages.

All three aforementioned choices of title page design are used by the many publishers with whom I work. While I prefer number 3, and understand the reasoning for the other two, I honor the publisher's decisions in this area.

In the cases of choices 1 and 2, my interior designs continue to follow the traditional approach and I do what I can to style the interior based on the tone set by the title page.

Food for Thought

Didn't someone once say that you should "never judge a book by its cover?"

"LESS THAN A SECOND"

I had the privilege of designing and composing Guy Huntington's (Huntington Ventures Ltd.) revolutionary approach to business use of the internet in three different "book" formats. His book, "*Less Than a Second*." shows you how to use the internet so that you can effectively be anywhere you need to be in less than a second.

Guy is an internet/business/education consultant in Vancouver, British Columbia. He travels the continent talking to businesses about how the internet can be used to their advantage. He decided the best way to reach as many people as he could, with these ideas, was to make his book available at no cost on his web site.

We first approached the design as though the book would be printed and bound in the traditional manner. From there, we produced an Adobe Acrobat (pdf) version of the book, containing an interactive table of contents that, when read on-line or printed, would have the look and readability of a real book.

Finally, to take advantage of the interactivity of the web, we produced a clean, yet simple, "html" version that can exist on a company server or intranet allowing access to the book by anyone connected to that network. The book is complete with navigational tools that allow you to cruise easily though the book in any direction, gobbling up all of Guy's wisdom of using the internet in your business.

Guy wants everyone to have a copy of his book. This book contains over 840 internet links that are carefully and continuously updated to provide you with the best business resources available on the web. These links are put together in one neat "bookmark" file that can be easily downloaded along with a copy of his book.

"*Less Than a Second*" and links are available directly from **Huntington Ventures Ltd**:

http://www.moms.com/hvl

Stop by Guy's web site and take a look at "*Less Than a Second*" and see if it can make your use of the internet more efficient and profitable.

Among the many worldwide corporations that have Guy's book on their servers and intranets, Disney has recently downloaded a copy of "*Less Than a Second*." Tell him "the hammer" sent ya!