

## Inside Story workshop program outline

Presented by United Publishers of Armidale

*Please enter the Ex-Services Club from the Carpark entrance and arrive with enough time to sign in at the front desk for COVID safety registration using the QR code via your mobile phone.*

Please be seated by 9.30 am for the workshop start

### 9.35 am—10 am

#### **Introduction**

What is a picture book?

Audience/market for picture books

Short Q and A

### 10 am-11 am

#### **Picture book texts:**

Writing picture book texts: inspiration and process incl drafts etc

What are publishers looking for? Plus acquisition process

Editing a picture book text

Short Q and A

### 11 am-12pm

#### **Illustration**

Joint work: Illustrator creating a visual world inspired by author's text

Solo work: authorstrators (author-illustrators)

How a publisher finds an illustrator

Publisher working with illustrator, with input from author and editor

Short Q and A

**LUNCH 12-1 pm**

Lunch and refreshments can be purchased in the Mill Bistro or Coffee Lounge downstairs.

*Tea & coffee making facilities and bottled water is available for participants, but catering is not otherwise included. The Ex-Services Club does not allow food from outside the premises.*

**1-1.45 pm:**

**Design**

How does a designer work?

Covers, Internals, Endpapers and imprint pages

Design challenges and pleasures

Panel on the importance of design/short Q and A

**1.45- 2.30 pm:**

**Production**

Proofing, editing, checking

Creating the final file: stages

Briefing the printer

Distribution and reps

Sales, promotion and marketing

Short Q and A

**2.30-3.30 pm**

**The Incy Wincy picture book project**

Hands-on, fun, interactive final workshop activity, putting participants in the publisher's shoes, to discuss the creation and production of an imaginary book, from acquisition to it landing in the shops. There will be a handout for this activity.