

Book Specification

Purpose

Audience/Market

- educational level
- knowledge of city

List of topics covered

Organization

- chronological
- Subject area--education, politics, economy, etc.

Tone

- Conversational
- Academic
- Serious
- Humor when appropriate

Production details

- Length
- Total number of photos, tables, charts, graphs, sidebars
- Front matter
 - Foreword
 - Acknowledgements
 - Credits
 - Sponsors
 - Dedication
 - Preface
 - TOC
- Back matter
 - Glossary
 - Appendices
 - Index
- Page layout
 - page size
 - column width
 - typeface and size
 - body text
 - subheads
 - page header

- page footer
- Type and color of paper
- Print color
- Type of binding
- Cover
 - front
 - cover
 - spine
- Illustrations
 - Photos
 - tables
 - graphs, charts
 - Drawings
- Method of reproduction

Required resources

- computer hardware
- computer software
 - for writing
 - for illustrations
 - for photos
 - for layout
 - for indexing

Deliverables

Create a schedule listing item, person responsible, and due date

- outline (= Table of Contents)
- annotated outline (for each chapter, list projected number of pages, illustrations, sidebars, tables. Also includes 1-2 sentences describing each subsection)
- sample chapter
- first draft
- copyedited draft
- proofread final draft
- first proof of layout
- corrections on first proof of layout
- final layout
- printed proof
- final printing