

Day III Productions Book Proposal

Good Clean Design

The following is the proposal from Glen Boudreaux and Day III Productions (Day III) for the publishing of the book *Good Clean Design* by Glen Boudreaux. This proposal includes the complete scope of work and cost to participate in a fine coffee table book and will be followed by the official Publishing Agreement to be signed by both parties.

BOOK SPECS

9.5 x 12 portrait, hard cover

300 pages

100lb gloss paper stock

Cover: A1-Series book cloth + dust jacket Quantity: TBD

Suggested Retail Price (SRP): \$55 - \$75

BOOK CONCEPT

Title: *Good Clean Design*



cover mock-up

Concept: 150 full color, full-page photos plus 150 details photos with text explanation of how each submission illustrates clean design. Each spread will include up to two photos of the submitting Designer's work, 150 – 250-word

description of the design, and contact information. Photo credit can be provided to all photographers.

Chapter headings to include the elements and principles of good design, with supporting text written by Glen Boudreaux.

Material for the book, including interior photos and text explanations (aside from the introductory chapters) will be provided by participating interior designers. All participating designers will need to sign a Rights of First Printing agreement and pay the submission fee to be included in the final publication.

SAMPLE DESIGNER’S PAGE (final page layout may be different)

MECHANICAL REQUIREMENTS

All images must be 400 dpi resolution (minimum of 300 dpi). Images should be TIFF files in the CMYK color space (RGB JPEGs will be accepted).

All supplied photography must come with the attached signed affidavit that the Designer has the publishing rights to the photography and is assigning First Rights to Day III Productions, Inc. Photographers will receive credit attribution if it is provided to Day III.



DISTRIBUTION AND MARKETING

Day III will make *Good Clean Design* available in all major book selling outlets, specialty stores and Amazon.

Copies, both physical and digital, will be made available to media outlets for book reviews.

Day III intends to promote a book signing event at Rizzoli bookstore in New York City, bookstores in Dallas and Markets across the United States (including High Point, Dallas, Atlanta, Las Vegas, Chicago and New York).

All participating Designers will receive one free copy of the book. Additional copies can be pre-purchased at wholesale price.

SUBMISSION DEADLINES

The design, printing, shipping and pre-sales for a book of this type is normally nine to 12-months. It is projected that *Good Clean Design* will be released prior to the fall High Point Market (October 2020).

The deadline to submit work: January 27.

The deadline to submit print ready materials is February 24.

FEES

The fee to participate is \$1,000 for a 2 page spread. Upon signing the Publication Agreement, each Designer may also pre-order copies of the book at a wholesale price.

All fees must be paid in advance to printing.