Paradigm

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Top Ten Book Design Mistakes

Why would you spend countless hours (years even) writing your amazing book, meticulously checking and revising it, only to create a layout that looks cheap and amateur? Below are our top mistakes to avoid when typesetting your book.

1 Too many different fonts! Your readers already have enough visual information to take in. As a general rule keep your fonts to a minium of 2-4

Heading
Sub Heading
Copyright page Qpor aut voluptatus
Body Text Odigendes dolupta es si qu
Caption text qpor aut voluptatus
Quoted text qpor aut voluptatus

2 Images are too small and not cropped correctly. Get the most out of your images by making them big and croping to the subject matter.

3 All capitals are used too much or with the wrong font style. This makes differentiation of text characters difficult and is a strain on the brain.

CAN YOU READ THIS TEXT? is this easier
THIS FONT IS EVEN HARDER

4 Text on the cover and spine and back is not centred and the panels are not the right measurements.

OFF CENTRE BOOK NAME   Joe Bloggs   Paradigm

5 The page numbers are too big and too close to the body text. This just looks ugly and distracts the reader from the story.

Page 10
Body text Nam quissentis se dendipsaeptaGiam non rerspicit, istium is es sit fugiatio. Molupta temolup tatqui tectiunt ullaut ea dolessitatem sequi totassumqui ducid

6 Line spacing and images are not even/aligned across page spreads, fix this by aligning to a baseline grid.

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7 Layout is too squashed. This conveys a feeling of cheapness by trying to jam everything in, for a pro look, the more space the better.

Heading
Sub heading
Body text Nam quissentis se dendipsaeptaGiam non rerspicit, istium is es sit fugiatio. Molupta temolup tatqui tectiunt ullaut ea dolessitatem sequi totassumqui ducid mil ipsae.

8 Widows and Orphans are those annoying leftover words of a sentence that begin or end on another page.

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9 Not enough gutter margin. Text sitting close to the gutter is obscured and causes the reader to agressively bend the book back to see it.

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10 Not remembering to allow space for the bar code on the back cover. Always put in a dummy bar code until you get the real one.

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