Exhibit A

Picture Books for Children: Nefu Books Technical Guidelines

Purpose

Nefu Books staff will design and layout a picture book in Adobe InDesign using text submitted by the author(s) and illustrations submitted by the illustrator(s). All submitted illustration files must adhere to the company's desktop publishing system. The system meets Nefu Book's internal standard operating procedures and also adheres to print vendors' manufacturing (printing and binding) requirements. After reading this document, an illustrator will understand the following:

- The parts of a picture book
- Storyboarding to compose illustrations that harmonize with the text
- How to submit illustrations for multiple bindings: paperback, casebound hardcover, hardcover with jacket
- The correct size of illustrations for each trim size, binding, and bleed or no-bleed option
- The number of illustrations to create, based on a book's page count and whether illustrations are full-sized and one per page or a mix of large and small illustrations
- Cover art and acceptable fonts
- Optional art in the front matter art: half title page, title page, series page
- Creating a dummy of the book.

By following these guidelines, the illustrator will help production proceed more efficiently.

Part I. The Parts of a Picture Book

A children's picture book may have two or three sections:

- front matter
- story
- back matter (optional) –may be used for author and illustrator bios.

This is an example of a story with back matter:

> page iv is used for a dedication, page 38 or 39 or both are used for the biographical profiles of the author(s) and illustrator(s) or reviewers comments or both.

The last page of the file will be a page that is left intentionally blank for production reasons. It normally is used for placement of a barcode required by the Consumer Protection Safety Improvement Act of 2008 to help protect children from products with lead toxicity. If our print vendors meet this requirement in another manner, Nefu Books will revise this restriction.

Pages in the front matter

For all picture books, the front matter will be six pages, numbered in lowercase roman numerals (but not actually printed) (see table 1):

Table 1. Front matter in a Nefu Books children's picture book	
Half title page (this is the book s title, and optional subtitle, only	p. i.
Blank or series title, if the book is part of a series of several books by an author(s)	p ii
Title page (title, and optional subtitle, author and illustrator names, publishing imprint and city)	p iii
Copyright page (company address, copyright statement, cataloging data, credits, and other printing data)	p iv
Dedication or author and illustrator bios	p. v
Blank or one illustration (illustration must work with illustration for p. 1, see Part II)	p. vi

Pages available for the story and back matter

The page count of the story and optional back matter is numbered in Arabic numerals and equals the total page count minus (TPC) the front matter page count. The author(s) or author(s) and illustrator(s) should decide how much text to place on each page. Nefu Books advises authors and illustrators to use storyboarding to harmonize the text with the illustration(s) and to make sure the page count is adequate. Extra blank pages may be added at the end of a story if necessary to meet the TPC (table 2).

Table 2. Total page counts (TPC) and page counts for parts of the book				
Option	Total page count	Front matter pages	Story and optional back matter pages	Blank pages (may be increased)
1	24	6	17	1
2	32	6	25	1
3	40	6	33	1
4	48	6	41	1

Nefu Books uses these guidelines especially for picture books created for children ages 4 to 8 (grades K to 3). *Illustrating Children's Books* by Martin Salisbury is an excellent reference book with help for illustrators (see chapter 5, pp. 74 to 93). (Books for older children have more pages and different guidelines.)

Part II. Storyboarding

A storyboard is a layout of the entire book to show the sequence of the story and plan illustrations for each page (see example in appendix A). Remember that the text for the story begins on page 1, a right-handed page. Here are tips for developing the story with its illustrations:

Make an image for the main element of each page.

Edit the text and illustrations to improve the story.

Examine the flow of a story. Put all images in a logical order.

Part III. Submitting illustrations for multiple bindings

Depending on the publication plan for your book, you may need to submit illustrations for one or two printed editions, perfect bound a softcover edition and one type of hardcover edition:

- casebound hardcover
- casebound hardcover with dust jacket
- stitched hardcover with dust jacket
- perfect bound softcover

You may submit artwork as electronic files or as photographs or other media on paper, within the limits outlined in the remainder of Part III.

Submit electronic illustrations in an acceptable file format

Nefu Books will accept the following electronic formats for text artwork, the preferred submission method:

- tiff file (.tif)
- encapsulated postscript (.eps)
- PDF (.pdf)
- high resolution JPEG files (.jpg)

You should submit two different designs for the cover artwork in one of the following file formats:

- PDF file
- encapsulated postscript (.eps)
- Photoshop (.psd)
- Illustrator file (.ai), or
- InDesign (.indd).

Besides creating the background artwork for the file, you may design the title, subtitle or series title, and author and illustrator names. Since these metadata elements must match the Library of Congress cataloging data, make sure you confirm the exact wording with the Editorial Department.
Adobe Type 1 fonts are preferred for text that you may use in the cover art. If you will submit a PDF file and do not use Type 1 fonts, change the fonts to outlines before creating the file.

BEST PRACTICE TIP

Create layers in your graphic design files to make it easier to compare different fonts and color schemes and edit your work. Make an eye-catching cover that stands out from 6 feet away and make sure the title and author names, if possible, are readable from that distance.

Naming illustration files

Please name your files, illustration 1, illustration 2, illustration 3, etc. If you design illustrations for the front matter, please name the files, half title, title, and series. Please name the cover file as cover with the correct file extension.

Submitting illustrations on paper in an acceptable size

Illustrators should create illustrations in a size as close as possible to the trim size of their book (Part IV, tables 3 and 4). Nefu Books will accept artwork on paper that is 8.5 inches by 14 inches or smaller for in-house scanning. Please write the numbers and names of the illustrations on the reverse side, using a #2 pencil.

If your artwork exceeds 8.5 inches by 14 inches, you must digitize it, using one of these methods, and submit the artwork as electronic files:

scan in sections and stitch it together in Adobe Photoshop to save as a .tif or .eps (If you can not stitch the images, Nefu Books will do that in-house)

digitize it using a digital camera to produce a high resolution .jpg (use professional photographer for best results)

photographed on 35 mm film and submit print photographs for scanning (use professional photographer for best results)

Cover art

Because the width of the spine differs in hardcover and paperback books, the cover of a hardcover edition is wider than the cover of a paperback edition. Dust jackets are also wider in the spine area and have flaps that wrap around the book. Nefu Books will send you a template for each edition of your book to help you prepare background art for the cover in the correct size.

BEST PRACTICE TIP

If you want any or all of your illustrations to bleed to the outer edges of the page, do not position any critical elements in the bleed area that will be trimmed off during binding.

The art that you design for the cover will be imported as one layer in the file that Nefu Books creates to produce the final cover or dust jacket. The cover template that Nefu staff send you will show safe areas for placement of the image, bleeds, trim, and spine.

Nefu Books staff will create other layers for the required elements to complete the cover:

- ISBN barcode
- BISAC subject headings
- company name and colophon (logo)
- reviewers quotes
- excerpt (for dust jackets)

Expect feedback when producing the final cover or dust jacket art of your book:

> ...to illustrate a cover normally means working with a designer and editor who have definite ideas about what should be on a cover. In addition, publishers' sales team are likely to have input, and may ultimately reject what is an artistically inspired design if it felt it will not sell....if ...experienced...the illustrator will have been chosen because her or his style is appropriate to the text in question. (*Illustrating Children's Books,* p. 100.)

Part IV. Trim Sizes and Illustration Sizes

Nefu Books produces picture books in seven different trim sizes. The most common sizes are 8 in. x 10 in. and 8.5 in. by 8.5 in. Please read table 3 to determine the correct size of your final illustrations for a paperback book and a casebound hardcover book with a glued binding.

Table 3. Trim size and illustration size for paperback and casebound hardcover books with glued bindings		
Trim size for paperback and casebound hardcover books	**Illustrations do not bleed**	**Illustration that bleed to 3 edges***
5.5 in. (width) x 8.5 in. (height)	Maximum 5.0 in. (width) by 8.0 in. (height)	5.5 in. (width) by 9.0 in. (height)
6.0 in. (width) x 9.0 in. (height)	Maximum 5.5 in. (width) by 8.5 in. (height)	6.0 in. (width) by 9.5 in. (height)
6.125 in. (width) x 9.25 in. (height)	Maximum 5.875 in. (width) by 8.75 in. (height)	6.125 in. (width) by 9.75 in. (height)
7.0 in. (width) x 10.0 in. (height)	Maximum 6.5 in. (width) by 9.5 in. (height)	7.0 in. (width) by 10.5 in. (height)
8.5 in. (width) by 8.5 in. (height)	Maximum 8.0 in. (width) by 8.0 in. (height)	8.5 in. (width) by 9.0 in. (height)
8 in. (width) by 10 in. (height)	Maximum 7.5 in. (width) by 9.5 in. (height)	8.0 in. (width) by 10.5 in. (height)
10 in. (width) by 8 in. (height)	Maximum 9.5 in. (width) by 7.5 in. (height)	10.0 in. (width) by 8.5 in. (height)
8.5 in. (width) by 11 in. (height)	Maximum 8.0 in. (width) by 10.5 in. (height)	8.5 in. (width) by 11.5 in. (height)

* Allows for a .25 inch bleed on three sides only, top, outside, and bottom. Illustration does not bleed to inside margin.

If your book will be published as a stitched hardcover book (with jacket), you may create illustrations that cover a double-page spread, that is, that spans across the inside margin to cover both the left-hand and right-hand pages (see table 4).

Table 4. Trim size and illustration size for a stitched hardcover book		
Trim size for paperback and casebound hardcover books	Illustration does not bleed and does not span the double-page spread	Illustration spans a double-page spread and bleeds to outer edges
5.5 in. (width) x 8.5 in. (height)	Maximum 5.0 in. (width) by 8.0 in. (height)	11.5 in. (width) by 9.0 in. (height)
6.0 in. (width) x 9.0 in. (height)	Maximum 5.5 in. (width) by 8.5 in. (height)	12.5 in. (width) by 9.5 in. (height)
6.125 in. (width) x 9.25 in. (height)	Maximum 5.875 in. (width) by 8.75 in. (height)	12.75 in. (width) by 9.75 in. (height)
7.0 in. (width) x 10.0 in. (height)	Maximum 6.5 in. (width) by 9.5 in. (height)	14.5 in. (width) by 10.5 in. (height)
8.5 in. (width) by 8.5 in. (height)	Maximum 8.0 in. (width) by 8.0 in. (height)	17.5 in. (width) by 9.0 in. (height)
8 in. (width) by 10 in. (height)	Maximum 7.5 in. (width) by 9.5 in. (height)	16.5 in. (width) by 10.5 in. (height)
10 in. (width) by 8 in. (height)	Maximum 9.5 in. (width) by 7.5 in. (height)	20.5 in. (width) by 8.5 in. (height)
8.5 in. (width) by 11 in. (height)	Maximum 8.0 in. (width) by 10.5 in. (height)	17.5 in. (width) by 11.5 in. (height)

Part V. Number of illustrations and page placement

The following options show the maximum number of illustrations that you should create for a paperback or casebound hardcover book with a glued binding, *if you want one large background illustration per page*. If you create smaller illustrations, or a mixture of large and small illustrations, use your best judgment to determine the total number of illustrations.

If you make illustrations for a stitched hardcover book, divide the number of illustrations for the double-page spreads in half.

Option 1. 24 page book requires a maximum of 17 or 18* page-size illustrations		
Page #s	Contents	Type of page
Page 1	First page of story and 1 illustration	Right hand page (recto)
Pages 2-17	8 double page spreads with 16 illustrations, 1 per page	Left hand (verso) and right hand (recto) pages
Page 18	Blank page	Left hand (verso) page
* Includes illustration placed on page vi of front matter, but excludes art for half title page, title page, and series page.		

Option 2. 32 page book requires a maximum of 25 or 26* page-size illustrations		
Page #s	Contents	Type of page
Page 1	First page of story and 1 illustration	Right hand page (recto)
Pages 2-25	12 double page spreads with 24 illustrations, 1 per page	Left hand (verso) and right hand (recto) pages
Page 26	Blank page	Left hand (verso) page
* Includes illustration placed on page vi of front matter, but excludes art for half title page, title page, and series page.		

Option 3. 40 page book requires a maximum of 33 or 34* page-size illustrations		
Page #s	**Contents**	**Type of page**
Page 1	First page of story and 1 illustration	Right hand page (recto)
Pages 2-33	16 double page spreads with 32 illustrations, 1 per page	Left hand (verso) and right hand (recto) pages
Page 34	Blank page	Left hand (verso) page
* Includes illustration placed on page vi of front matter, but excludes art for title pages and series page .		

Option 4. 48 page book requires a maximum of 41 or 42* page-size illustrations		
Page #s	**Contents**	**Type of page**
Page 1	First page of story and 1 illustration	Right hand page (recto)
Pages 2-41	20 double page spreads with 40 illustrations, 1 per page	Left hand (verso) and right hand (recto) pages
Page 40	Blank page	Left hand (verso) page
* Includes illustration placed on page vi of front matter, but excludes art for half title page, title page, and series page.		

Part VI. Optional art in the front matter

You may design art for the half title page, title page, and optional series page of your book. The fonts for the half title page and title page must be the same. You will need to leave room at the bottom of the title page for the colophon (logo), company name, and city of publication. The color of the artwork's background should not make it difficult to read any of the text on these pages.

Part VII. Creating a dummy of your book

A 3-dimensional model of your book is called a dummy. To create one you will need to determine the number of sheets of paper by dividing the page count by 4 (table 5). After folding the sheets in half, stitch or staple the paper on the fold. For an initial draft, you can make a rough draft of the illustration using pencil. To make the final color dummy, print and paste copies of your illustrations to the pages.

Table 5. Sheets of paper needed to make a dummy	
Total page count	Number of sheets
24	6
32	8
40	10
48	12

Part VIII. File Transfer Protocol (FTP)

Illustrators may upload files to the company Web server by secure file transfer protocol (FTP). When you are ready to submit your work, Nefu Books staff will create your account and folders.

Appendix A. Storyboard to sketch in rough illustrations for a 24-page book

If a page does not have an illustration, put an "X" on it, as shown on page 5 of the example.

Page 1   Page 2   Page 3   Page 4   Page 5

Page 6   Page 7   Page 8   Page 9   Page 10   Page 11

Page 12   Page 13   Page 14   Page 15   Page 16   Page 17

Page 18   Page 19   Page 20   Page 21   Page 22   Page 23