Publishing in Action

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Intellect is an independent academic publisher in the fields of creative practice and popular culture, publishing scholarly books and journals that exemplify our mission as publishers of original thinking. We aim to provide a vital space for widening critical debate in new and emerging subjects, and in this way we differ from other publishers by campaigning for the author rather than producing a book or journal to fill a gap in the market.
<table>
<thead>
<tr>
<th>My Role</th>
<th>Innovation Manager</th>
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<tbody>
<tr>
<td>My Responsibility</td>
<td>Develop and manage innovative projects that target new audiences while implementing strategies for varied publishing platforms.</td>
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<tr>
<td>My Projects</td>
<td>The Big Picture Magazine/Website World Film Locations Series Fandom (Book series) Fashion and...</td>
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The Big Picture Magazine/Website

A visually-focused film magazine that goes beyond the borders of the screen to reveal cinema’s unique power to entertain, inspire and connect to every one of us. The Big Picture provides an original take on the cinematic experience. Drawing from cinema’s fundamental visual power, the magazine turns traditional magazine publishing on its head, allowing the powerful filmic images to do the talking rather than exhaustive use of text.
On Location Feature

Spotlight on a handful of films set in a chosen city for each issue. How does time or circumstance change a location - its significance to the film/actors/etc. Location as ‘character’ and location as cultural signifier.
ON LOCATION
THE PLACES THAT MAKE THE MOVIE
WASHINGTON D.C.

STRANGERS ON A TRAIN (1951)
Dir. Alfred Hitchcock
USA, 101 minutes
Starring Robert Walker, Farley Granger, Ruth Roman

Less political than some of his other films and rather远 away of the other films on this list, Alfred Hitchcock’s Strangers on a Train was released in 1951 and marked the genre debut’s turn to turn after a string of commercial hits. Co-adapted by famed novel writer Patricia Highsmith from a novel by Patricia Highsmith, this film offers two young men who “exchange murders.” The film explores one of Hitchcock’s favorite themes: the ordinary life and the most ordinary of lives.

also see... The More the Merrier (1943) / Born Yesterday (1950) / In the Line of Fire (1993)
ON LOCATION
THE PLACES THAT MAKE THE MOVIES

MADRID

Located in the centre of Spain, and in the centre of the country’s cinematic imagination, Madrid has always been an integral part of Spanish cinema. NICHOLAS PAGE looks at some of this historic city’s finest film appearances.

Along with his long-term friend and collaborator, Luis García Berlanga, Juan Antonio Bardem (a kind of noted screen actor Javier) led the revival of Spanish cinema during the 1950s. Perhaps his most successful film during that particular period, Death of a Cyclist is concerned with the moral corruption of the Spanish bourgeoisie under Franco. The film follows a university professor named Joan (Alberto Closas) who strikes and kills a cyclist with his car before fleeing the scene. Eventually both his guilt and fate catch up with him.
World Film Locations Series

The World Film Locations series explores and reveals the relationship between the city and cinema by using a predominantly visual approach inspired by The Big Picture magazine’s ‘On Location’ feature.

The city continues to play a central role in a multitude of films, helping us to frame our understanding of place and of the world around us. Whether as elaborate directorial loveletters or as time specific cultural settings, the city acts as a vital character in helping to tell a story.

Questions:

→ How is cinema helping to shape our view of the city?
→ What is the role of the city in film?
→ How can we engage with and better understand different cultures through the medium of film?
Gabriel Solomons
MA Presentation
Thursday, November 17th
Project management and editorial cycle
1. Research feasibility
2. Develop project proposal
3. Produce support materials
4. Call for editors/contributors
5. Contract editors
6. Editorial support / general monitoring of progress
7. Send completed manuscript to copy-editor
8. Typeset and layout
9. Proofread / Peer review
10. Send to print

Marketing/Distribution
2. Develop project proposal

→ Outline of project for both internal reference and commissioning purposes.

→ Clearly outline the merits of the project and how it fits into a wider company ethos.

→ Provide all information necessary to demonstrate the aims and scope of the project.
3. Produce support materials (for editors)
   → Style guide (text and image)
   → Editor’s questionnaire
   → Copyright consent form (text and image)
   → Content outline guide
   → Editor FAQ
   → Contract
4. Distribute call for editors/contributors
   → Through internal channels based on subject area appropriateness and past editorship (this includes posting onto Intellect website)
   → At relevant conferences
   → Appropriate website forums (including academic institutions and relevant depts.)
   → ‘Head-hunting’
5. Contract editors

Once basic city proposal is submitted and accepted...

→ Send **editor questionnaire** (agreeing material deadline as well as any support infrastructure needed)

- Providing biographical information / Previous publications / Affiliations / Marketing potential / Competitors / Any conference appearances / Challenges for editorship / Editorial strategy / Basic outline of publication

→ Approve editor questionnaire
→ Issue contract
→ File signed copy
6. Editorial support / general monitoring of progress
   ➔ Deal with any technical issues (text and image)
   ➔ Respond to queries
   ➔ Weekly email for progress update
   ➔ Proof content on a regular basis
7. Send completed manuscript to copy-editor

→ Copy editing is...

the work done to improve the formatting, style, and accuracy of text. Unlike general editing, copy editing might not involve changing the substance of the text. Copy refers to written or typewritten text for typesetting, printing, or publication. Copy editing is done before both typesetting and proofreading, the latter of which is the last step in the editorial cycle.

Series Editor: Overall monitoring and ‘final word’ on content, Establishes tone of voice through style guide

Individual Book Editor: Commissions contributors, edits submitted text based on style guide/structural demands and prepares content for delivery to series editor.
### Example of Common Copy-Editing Marks

<table>
<thead>
<tr>
<th>Mark</th>
<th>Example</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>lc</td>
<td>The quick brown fox</td>
<td>Change to lowercase</td>
</tr>
<tr>
<td>iid</td>
<td>The quick brown fox</td>
<td>Change to italic</td>
</tr>
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<td>bf</td>
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<td>The quick brown fox</td>
<td>Change to small caps</td>
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<td>s+i</td>
<td>The quick brown fox</td>
<td>Insert indicated character</td>
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<tr>
<td>s+sp</td>
<td>The quick brown fox</td>
<td>Insert space</td>
</tr>
<tr>
<td>s+gr</td>
<td>The quick brown fox</td>
<td>Move right</td>
</tr>
</tbody>
</table>

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**Gabriel Solomons**  
**MA Presentation**  
**Thursday, November 17th**
8. Typeset and layout

- Either in-house or outsourced (depending on the job). Intellect uses approximately 12 different typesetters.
- Traditionally typesetting is the composition of text by means of types. Nowadays the term is applied to mainly digital practitioners that lay-out, compose and arrange documents (books, magazines, journals, etc.) using text and (often) image either based on set templates/style guides or created by the typesetter themselves.
8. Typeset and layout

→ Book/page layout produced in-house
→ Page layout is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page. Elements usually consist of type (text), images (pictures), and occasionally place-holder graphics for elements that are not printed with ink such as die/laser cutting, foil stamping or blind embossing.

→ Font selection
→ Page layout and architecture (grids, margins, folios, guides, columns, rows, baselines...)
→ Paragraph and character styles
→ Colour use (CMYK, spot colours, special colours)
→ Image use and styles + colour correction and print preparation
→ Contracting freelancers: photographers/cartographers
→ Print sourcing (special processes, paper stock, binding...)
UNDEFEATED * UNDISPUTED
CHAMPION OF THE WORLD
ROADSIDE BBQ
Live Music, Pie Eating Contest and Fireworks Display
POSTERS AND BROADSIDES
CLASSIC AMERICANA

EAMES
GÊNIO? QUE NADA!
the little toy
1932
artifacts
Naugahyde
901 Washington Blvd.

Page layout including page architecture and type specs
NEW YORK CITY IS PHOTOGENIC. It’s a cultural and artistic capital with vibrant neighborhoods, historical landmarks, and diverse cuisines. The city offers a wide range of photo opportunities, from iconic landmarks like Times Square and Central Park to trendy spots like Bushwick and the Lower East Side. New York City stories are best told through a lens that captures both the grandeur and the everyday moments that make the city unique. The photographer’s eye must be sharp and ready to capture the essence of the city in every frame.

New York City has been the inspiration for countless photographers and artists. From the iconic images of Times Square by Vivian Maier to the gritty portraits of the Lower East Side by Diane Arbus, the city continues to inspire creativity. The exhibition "New York City: of the Imagination" aims to showcase the diverse perspectives on the city, highlighting the unique ways in which it has been portrayed through the lens of photography.

The exhibition features works by a diverse range of photographers, including well-known figures like Martin Parr and unknown artists. The goal is to explore the different ways in which New York City is perceived and experienced. The photographers in the exhibition capture the city’s essence through various lenses, revealing its complexity and diversity.

The New York City Council and the Mayor’s Office of Media and Entertainment are proud to present "New York City: of the Imagination," a celebration of the city’s indomitable spirit and creativity. The exhibition will run from November 17th to December 17th at the New York City Hall. Visitors are welcome to explore the vibrant city and discover new perspectives on the iconic metropolis.
NEW YORK LOCATIONS

SCENES 1-7

OPENING SCENES: Thus far we have no idea what to expect from a film. As Charlie Tuna’s wind turbine “La Mou” angrily spins in a gust of plunging water, a tower of Uncle Sam’s majestic statue stands and a seemingly grayish-dog (envy) hot dog, we know to expect the unexpected. A scene is almost like a real-life scene in New York City. The camera筒lens筒ay ...}

L.A. STORY (1991)

Woodward at Speedway, Venice Beach

Written by Nick Hornby

Some description: William’s experiences in LA while he ...
9. Proofread and peer review

- Either in-house or outsourced (depending on the job)
- Proofreading is the reading of a galley proof, PDF or computer monitor to detect and correct production-errors of text or art. Proofreaders are expected to be consistently accurate by default because they occupy the last stage of typographic production before publication.

Galley proofs are so named because in the days of hand-set type, the printer would set the page into galleys, the metal trays into which type was laid and tightened into place. These would be used to print a limited number of copies for editing mark-up. The printer would then receive the edits, re-arrange the type, and print the final copy.
9. Proofread and peer review

→ Peer review is a process of self-regulation by a profession or a process of evaluation involving qualified individuals within the relevant field. Peer review methods are employed to maintain standards, improve performance and provide credibility. In academia peer review is often used to determine an academic paper’s suitability for publication.

→ Although the World Film Locations series is produced by an academic publisher, the peer review process is less rigorous as it is aimed at a more ‘mainstream’ audience. many of the book editors are academics and utilize colleagues as contributors so we often ask editors to choose one/two ‘peers’ to look over the final PDF before sending to print.
10. Send to print

→ Sent as single page PDFs, uploaded to an FTP site
→ Printer informs you of any problems or missing content
→ Printer sends digital or cromalin proofs for final check of content, layout, colour and image quality. You can request proofs to be sent on actual stock chosen but this incurs added costs.
→ Once ok’d, printer outputs plates for final production
→ Sections created, bound and cut and finished books delivered to two addresses (Intellect and distribution agents)
Marketing/Distribution

→ Make available in varying formats (ebooks and apps)
→ Promote titles through launch events
→ Use print advertising
→ Use social media
→ Utilize editorial network
→ Make available through online as well as offline ‘stores’
→ Book reps worldwide promote titles to generate orders
World Film Locations
Paris

Edition by Andrew Rowat

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www.worldfilmlocations.com

Interactive 2012 Spring Book Catalogue

Gabriel Solomons
MA Presentation
Thursday, November 17th
World Film Locations: Los Angeles (Paperback)

Gabriel Solomons (Author)

£9.99

In stock.

Despatched from and sold by Amazon UK. Gift wrap available.

Wish guaranteed delivery by 28th Nov, Remember November 17th. Order it in the next 24 hours and 30 minutes, and choose Express delivery at checkout. £4.99 delivery.

World Film Locations: Los Angeles is an engaging and highly visual visual tour of both well-known and slightly lesser known films shot on location in one of the most closely observed and the 'least secreted' cities. Written text brief but content-revealing: Dr. Solomons clearly enjoys his description about the production of great movies. He captures the essence of Los Angeles in a captivating manner, making it an informative and entertaining read for fans of film and Los Angeles alike.
Thankyou

www.intellectbooks.com
Facebook: World Film Locations
Free Ipad app on itunes store
Presentation on issuu.com/gsolom