

# EXPLANATION OF CATEGORIES

Books can be entered for competition in the AUPresses Book, Jacket, & Journal Show in the following categories: Scholarly typographic, Scholarly illustrated, Trade typographic, Trade illustrated, Poetry and literature, and Reference. Books may also be submitted for their jacket or cover design. Journals are judged on their overall design or on their covers.

**SCHOLARLY BOOKS** are intended for a specialized audience, oftentimes for academic instructors to use as texts in college courses. They are not widely distributed to sell in bookstores and are most often available from online retailers and directly from the publisher. They are reviewed in academic journals and advertised directly to their core audience. The text structure is typically more complex, requiring a design that helps the reader navigate the variety of text elements and scholarly apparatus, including footnotes, endnotes, and appendices. These books are given a specialist or short discount, which usually indicates that they will not be stocked in brick and mortar retailers; and online retailers may sell to customers at full price or less than their usual discount.

**SCHOLARLY TYPOGRAPHIC:** A book with no or comparatively few illustrations that are clearly subordinate to the text.

**SCHOLARLY ILLUSTRATED:** A book in which the visual elements (such as photography, art, or graphic design) are the focus and the text is subordinate.

**TRADE BOOKS** are intended for a general audience and to be widely distributed. The design is typically open and accessible and the text features few, if any, notes, appendices, and bibliographies. They are available for sale in bookstores and are reviewed and advertised in general interest and national newspapers, magazines, websites, and other media. These books are given a trade discount by publishers so that they may be stocked by brick and mortar retailers, and online retailers may sell them to customers at a discounted price.

**TRADE TYPOGRAPHIC:** A book with no or comparatively few illustrations that are clearly subordinate to the text.

**TRADE ILLUSTRATED:** A book in which the visual elements (such as photography, art, or graphic design) are the focus and the text is subordinate.

**POETRY AND LITERATURE** Poetry books often require line-for-line formatting and have unique spacing requirements, while works of literature typically have few formatting needs.

**REFERENCE** books may be primarily intended for a trade or a scholarly audience, depending on the subject. Because they will not be read from beginning to end, reference books must organize information in a way that allows for quick location of specific entries in the text, which should be easy to read. The text may be paired with illustrations or other visuals.

**JOURNALS** are intended to be available to readers in libraries and other reference collections for many years, so design for both interiors and covers must be timeless. Balancing the need for fresh design against the importance of honoring the journal's brand (which might be decades in the making) is also an important consideration. A note on the cover design: it must work on its own and as part of a series. The spine design is particularly important, since journals typically sit together on a shelf.

## ASSOCIATION OF UNIVERSITY PRESSES

### BOOK, JACKET, AND JOURNAL SHOW

# 2020

**DEADLINE FOR ENTRIES IS  
FRIDAY, JANUARY 17, 2020**

VISIT [HTTP://DESIGN.UP.HCOMMONS.ORG/ENTRY](http://design.up.hcommons.org/entry) FOR FULL DETAILS

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# JACKETS AND COVERS

# ENTRY FORM

PLEASE NOTE that this information will be used as copy for the catalog, so give the most complete and specific information possible.

Make sure you submit 2 forms for each publication: one taped to the jacket or cover, and one by email to [kkolendo@aupresses.org](mailto:kkolendo@aupresses.org).

Please select the category that best represents the project

- BOOK JACKET**
- BOOK COVER**
- JOURNAL COVER**

Publisher contact (name, phone, email): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Publisher: \_\_\_\_\_  
Title: \_\_\_\_\_  
Author: \_\_\_\_\_  
Designer: \_\_\_\_\_  
Art director: \_\_\_\_\_  
Illustrator: \_\_\_\_\_  
Production coordinator: \_\_\_\_\_  
Typefaces (name and foundry): \_\_\_\_\_  
\_\_\_\_\_  
Paper: \_\_\_\_\_  
Inks: \_\_\_\_\_  
Coating/Finish: \_\_\_\_\_  
Printer/binder: \_\_\_\_\_  
Method of printing:  offset  digital  
Design comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### NEW FOR 2020

Please include any relevant social media accounts for your press, staff, and designers (optional): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ASSOCIATION OF UNIVERSITY PRESSES

## BOOK, JACKET, AND JOURNAL SHOW

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# BOOKS AND JOURNALS

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Please select the category that best represents the project

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- SCHOLARLY ILLUSTRATED** A book in which the visual elements (such as photography, art, or graphic design) are the focus and the text is subordinate
- TRADE TYPOGRAPHIC** A book with no or comparatively few illustrations that are clearly subordinate to the text
- TRADE ILLUSTRATED** A book in which the visual elements (such as photography, art, or graphic design) are the focus and the text is subordinate
- POETRY AND LITERATURE** A book that is similar to trade typographic
- REFERENCE** A book that is similar to scholarly typographic
- JOURNALS** A book that is similar to scholarly typographic

Publisher contact (name, phone, email): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Publisher: \_\_\_\_\_

Title: \_\_\_\_\_

Author: \_\_\_\_\_

Designer: \_\_\_\_\_

Production coordinator \_\_\_\_\_

Acquiring Editor: \_\_\_\_\_

Project Editor: \_\_\_\_\_

Trim size): \_\_\_\_\_

No. of Pages: \_\_\_\_\_ Print run: \_\_\_\_\_

Compositor: \_\_\_\_\_

Text type (name, foundry, size/leading and measure: \_\_\_\_\_  
\_\_\_\_\_

Display Type: \_\_\_\_\_

Paper: \_\_\_\_\_

Inks: \_\_\_\_\_

Printer/binder: \_\_\_\_\_

Method of binding:  smyth sewn  notch  perfect

other (describe) \_\_\_\_\_

Method of printing:  offset  digital

Binding materials: \_\_\_\_\_

Jacket/cover designer: \_\_\_\_\_

Jacket/cover printer: \_\_\_\_\_

Design comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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