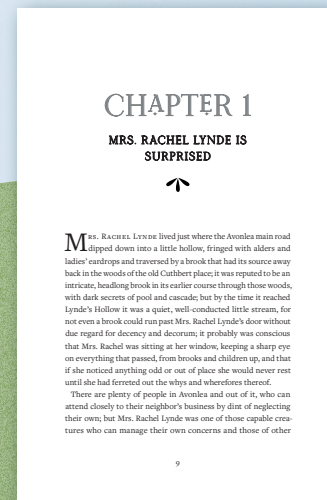
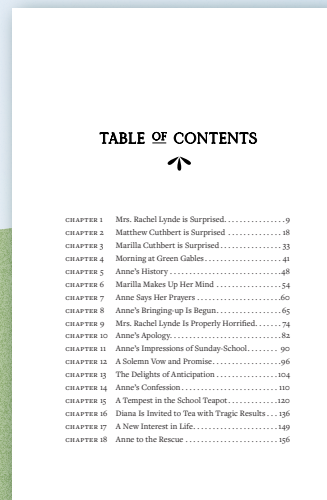
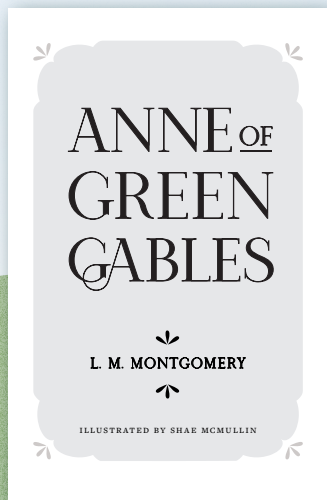
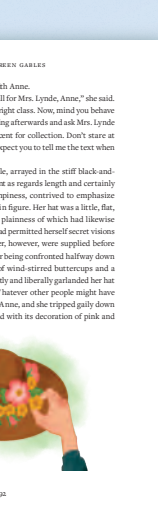




CASE STUDY

PRINT & EBOOK DESIGN ○ ILLUSTRATION ○ RESEARCH

As part of an individual study course, I designed, typeset, and illustrated Anne of Green Gables by L. M. Montgomery. I focused on combining the historical setting of the book with contemporary middle-grade book design trends. I conducted research into eBook design with the goals of understanding industry standards as well as the experiences of eBook readers. I created a reflowable eBook that retained the visual spirit of the print version while remaining accessible and responsive.



1. RESEARCH

1.1 EBook Analysis

I looked at four different books on my Kobo, my iPhone, my iPad, and in print to analyze how variables such as images, line breaks, type irregularities, and responsiveness were dealt with by different publishers. I looked at one book that was published by Tor and another that was published by Wednesday Books, though both are

imprints of MacMillan and therefore had similar features. I also looked at a book published by Scholastic and a self-published novel. I was heartened to see that there was a degree of control that the designer could use, in particular, I found that Scholastic made a distinct effort to maintain the visual style of the print book.



1.2 User Interviews

I conducted user interviews with two readers who predominantly read on an eReader device. My goals were to:

- Identify and understand what motivates a reader to choose an eBook over a print book.
- To identify any pain points or benefits in the eBook reading experience.
- Identify what custom adjustments readers make to their eBooks and why.

I then coded the interviews with common themes I found:

- Accessibility factors
- Ergonomic factors
- Design factors
- Ease of access as a factor
- Portability as a factor



“[User 1] likes to adjust the size depending on whether she’s wearing glasses or contacts or not. She never adjusts to the margins or font.”

“[User 2] likes the romance of a hard copy, but the digital version is so easy.”

“[User 2] will change the size [of the font] if her head hurts or if she’s tired. ”

1.3 Survey

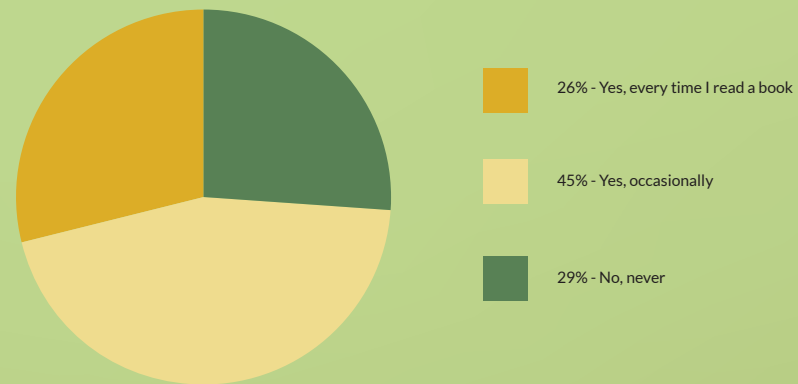
I conducted a survey of eBook readers and received 80 total responses. The survey was shared through my and my advisor's social media as well as a reading-centred blog that I run. My goals were to:

- Identify and understand what motivates a reader to choose an eBook over a print book.
- Better understand readers' interest in visual elements such as chapter headings and illustrations.
- Identify what custom adjustments readers make to their eBooks and why.

One of my key takeaways was that the majority of readers (71%) make some sort of custom adjustment, and 82% of those readers said they change the size of the font. Very few people commented that they change the typeface, which I had been worried about.

Another insight was that when I asked whether people preferred the print or the digital version of the same page, many more people (~45%) chose the digital version than I expected. This later helped to inform the design of my digital chapter headings.

Q 2. When you read eBooks, do you ever adjust the words? (E.g. making the words bigger or smaller, adjusting the margins, changing the font)



“I’m used to reading a certain range of type size in physical books so it feels weird reading the default large type in ebooks. The default is usually uncomfortably large and makes me look like an old lady who lost her reading glasses”

1.4 Existing Literature

I researched tutorials and forums on what software to use (the consensus was InDesign), and then how to use InDesign to create a reflowable EPUB. Ultimately the best resources I found were the video series InDesign CC to EPUB by Anne-Marie Concepción and InDesign EPUB typography by Nigel French. Both of these were found on LinkedIn Learning. I also researched more about industry standards for accessibility from the National Network for Equitable Library Service, kb.daisy.org and the International Digital Publishing Forum.

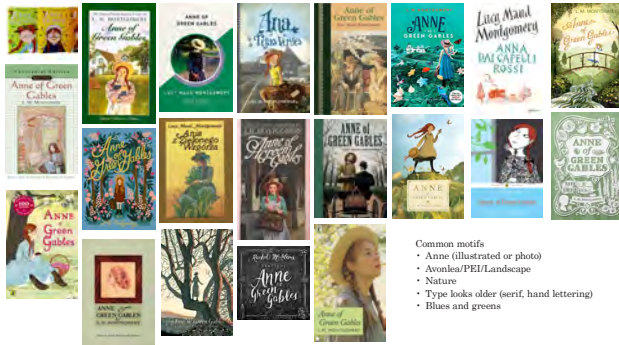


2. COVER

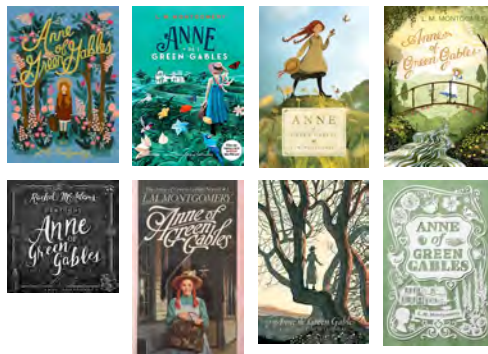
2.1 Moodboards

I created three moodboard to guide me moving forward.

Existing Book Designs



My Favourite Existing Book Designs



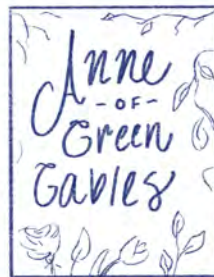
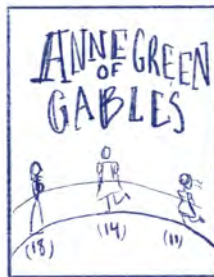
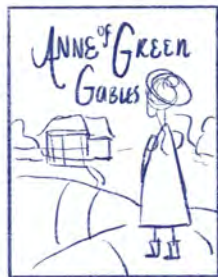
Book Cover



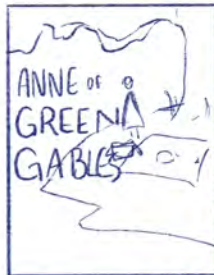
- Hand-rendered, slightly juvenile type for the title with a more structured typeface for the author/copy.
- Natural colours, lots of green with a bit of a complimentary colour.
- Interaction between type and illustration composition.
- Soft, kind of dreamy quality to the illustration.
- Stylized people (and perspectives?)
- Traditional quality to the illustrations (water colour? Acrylic? Pencil Crayon?)

2.2 Sketches

I created several thumbnails. Most featured Anne, the protagonist, _____, and several were of specific events in the book.



* maybe use chalkboard on back cover?

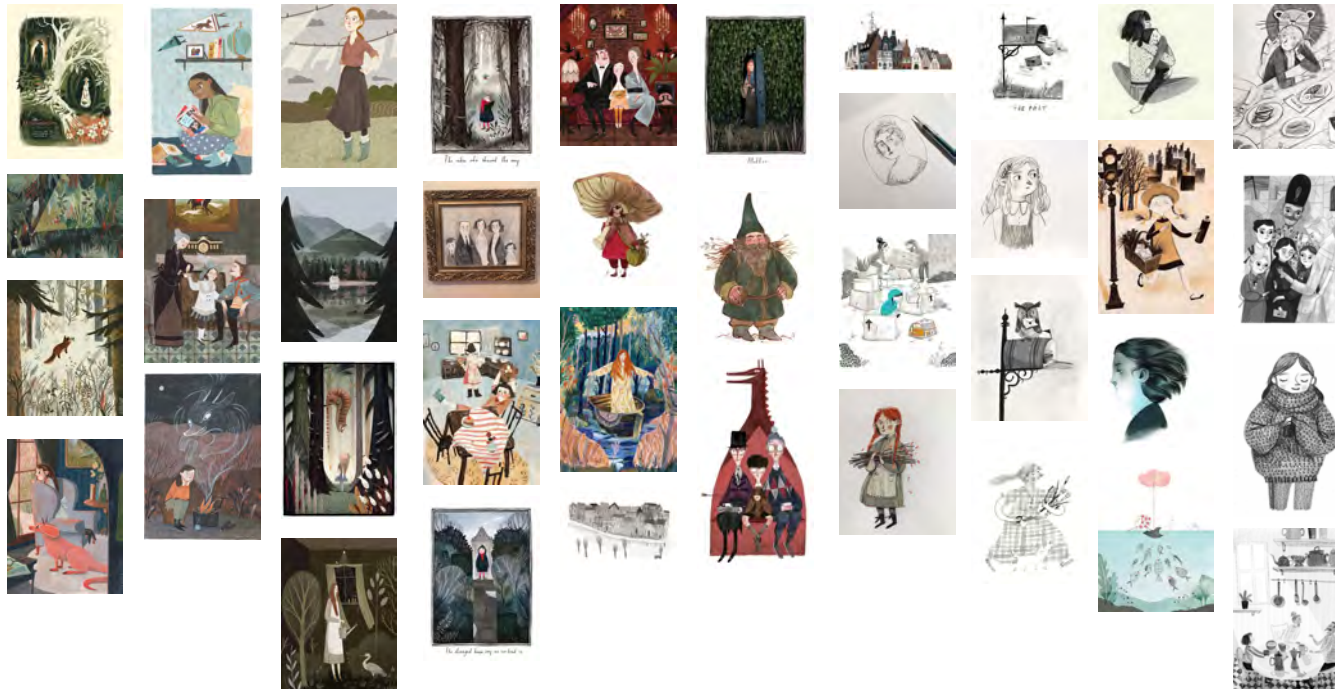


* same illustration on back, but Anne is freaking out

2.3 Title Ideation

After first sketching out possible title treatments, I created several iterations within photoshop and illustrator.



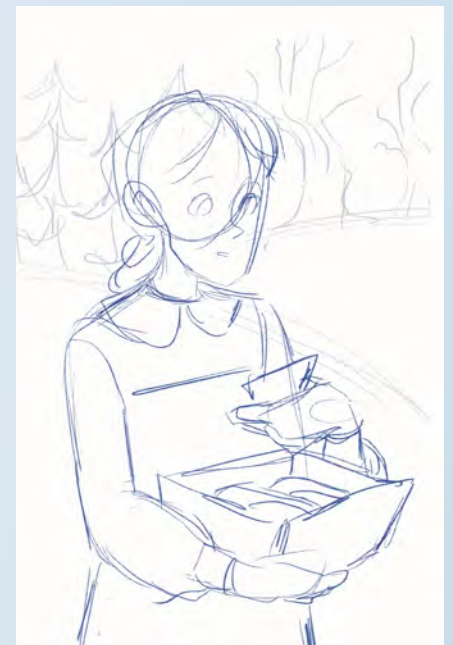
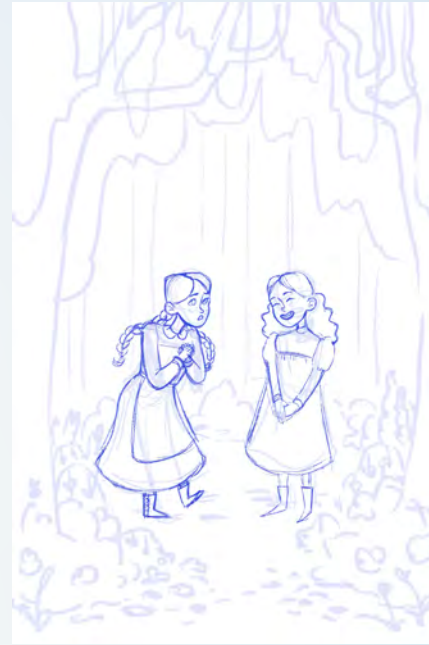


3.2 Style Evolution

I started by using watercolour paints and pencil crayons to achieve the style I was going for, however, I was unhappy with the quality of the finished image. I did like the variety of colours I used with the method, so I tried to include the texture and colours of the traditional illustration with the finished quality of the digital illustration. I later added a background to the spot illustrations to help anchor them on the page.



3.3 Sketches



4. PRINT VS. EBOOK

4.1 Table of Contents

1 TABLE OF CONTENTS		
↑		
2	CHAPTER 1 Mrs. Rachel Lynde is Surprised	9
	CHAPTER 2 Matthew Cuthbert is Surprised	18
	CHAPTER 3 Marilla Cuthbert is Surprised	33
	CHAPTER 4 Morning at Green Gables	41
	CHAPTER 5 Anne's History	48
	CHAPTER 6 Marilla Makes Up Her Mind	54
	CHAPTER 7 Anne Says Her Prayers	60
	CHAPTER 8 Anne's Bringing-up Is Begun	65
	CHAPTER 9 Mrs. Rachel Lynde Is Properly Horrified	74
	CHAPTER 10 Anne's Apology	82
	CHAPTER 11 Anne's Impressions of Sunday-School	90
	CHAPTER 12 A Solemn Vow and Promise	96
	CHAPTER 13 The Delights of Anticipation	104
	CHAPTER 14 Anne's Confession	110
	CHAPTER 15 A Tempest in the School Teapot	120
	CHAPTER 16 Diana Is Invited to Tea with Tragic Results	136
	CHAPTER 17 A New Interest in Life	149
	CHAPTER 18 Anne to the Rescue	156

1 The title font was changed between versions. Because the print font (Nomark) required tracking and a stroke to add width in order to be legible, and those attributes don't export to EPUB, I found a similar font (Ratio Modern) for the eBook. This font is also used in the chapter headings.

2 The word "chapter" was removed from the entries because the long chapter titles were pushed to a second line in the eBook. While this isn't a perfect remedy, as the reader can still increase the size of the font, the default is preferable.

3 There are no page numbers in the eBook TOC because the responsive nature of an eBook means that the pages aren't static.

4 The eBook also possesses a nav TOC that can be accessed through the menu. (Not pictured here)

Anne of Green Gables	
1	TABLE OF CONTENTS
2	1. Mrs. Rachel Lynde is Surprised
	2. Matthew Cuthbert is Surprised
	3. Marilla Cuthbert is Surprised
	4. Morning at Green Gables
	5. Anne's History
	6. Marilla Makes Up Her Mind
	7. Anne Says Her Prayers
	8. Anne's Bringing-up Is Begun
	9. Mrs. Rachel Lynde Is Properly Horrified
	10. Anne's Apology
	11. Anne's Impressions of Sunday-School
	12. A Solemn Vow and Promise
	13. The Delights of Anticipation
	14. Anne's Confession
	15. A Tempest in the School Teapot
	16. Diana Is Invited to Tea with Tragic Results
4	

4.2 Chapter Headings



- 1 The stylized flower icon used underneath the chapter name in the print version was removed in the eBook. Purely decorative images are discouraged in eBooks for accessibility reasons.
- 2 The beginning of the text is different. The small caps in the print version don't export to EPUB; the drop cap can cause issues for responsive text and can be difficult for screen readers. In the eBook, the same part of the first line is instead highlighted using all caps and is semibold.
- 3 The alignment is different. While some eBooks follow the print standard of left-justified text, if a reader wants to significantly increase the size of their text, left-justification can lead to unsightly gaps in the text. Left-aligned text in the eBook allows for the readers to have a better experience when customizing the size of their text.



4.3 Spot Illustrations

ANNE OF GREEN GABLES

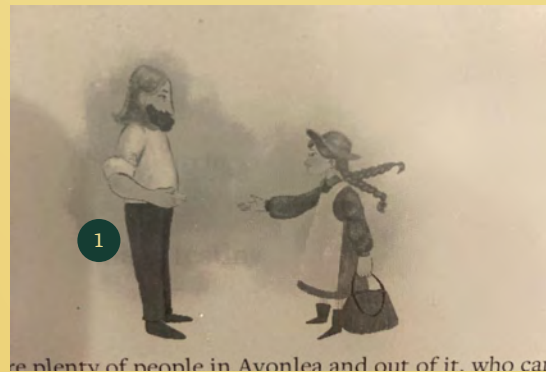
"Please cut it off at once, Marilla, and have it over. Oh, I feel that my heart is broken. This is such an unromantic affliction. The girls in books lose their hair in fevers or sell it to get money for some good deed, and I'm sure I wouldn't mind losing my hair in some such fashion half so much. But there is nothing comforting in having your hair cut off because you've dyed it a dreadful color, is there? I'm going to weep all the time you're cutting it off, if it won't interfere. It seems such a tragic thing."

Anne wept then, but later on, when she went upstairs and looked in the glass, she was calm with despair. Marilla had done her work thoroughly and it had been necessary to shingle the hair as closely as possible. The result was not becoming, to state the case as mildly as may be. Anne promptly turned her glass to the wall.



"I'll never, never look at myself again until my hair grows," she exclaimed passionately.
Then she suddenly righted the glass.
"Yes, I will, too. I'd do penance for being wicked that way. I'll look

- 1 While the full-page illustrations are kept the same between versions, the eBook spot illustrations are different. As seen below, the watercolour background in the print version turns grey which makes the images more difficult to read on an eInk screen like a Kobo or a Kindle. On a tablet or a phone, the eBook illustrations retain their colour, however, in consideration of eReader devices, the backgrounds of the spot illustrations were removed.



Anne of Green Gables

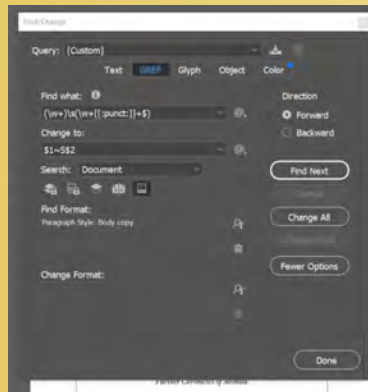
Anne wept then, but later on, when she went upstairs and looked in the glass, she was calm with despair. Marilla had done her work thoroughly and it had been necessary to shingle the hair as closely as possible. The result was not becoming, to state the case as mildly as may be. Anne promptly turned her glass to the wall.



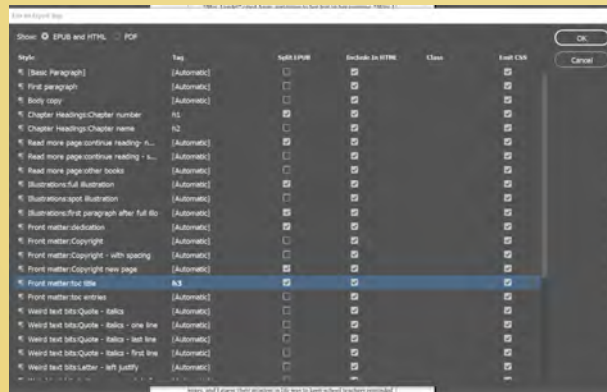
"I'll never, never look at myself again until my hair grows," she exclaimed passionately.
Then she suddenly righted the glass.
"Yes, I will, too. I'd do penance for being wicked that way. I'll look at myself every time I come to my room and see how ugly I am. And I won't try to imagine it away, either. I never thought I was vain about my hair, of all things, but now I know I was, in

4.4 EBook Exclusive Features

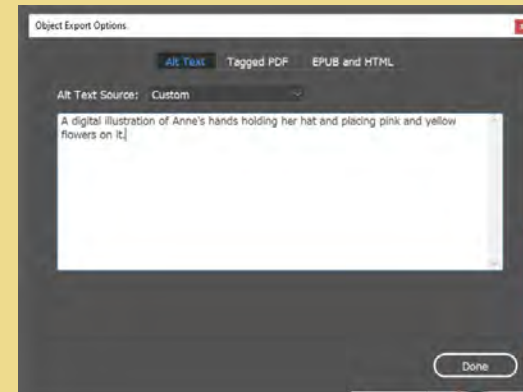
GREP style



Export options



Alt text



There are some features exclusive to eBooks. One is a greater ability to control orphans, widows, and runs. The GREP style on the left inserts a non-breaking space between the last two words of each line which eliminates runs. Similarly, within the keep options panel of my body paragraph style, I indicated that a paragraph should always end in at least two lines. This eliminates orphans and widows.

In the middle is the export tags which allow me to indicate where a new page should be created, and to tag the headings for the css.

On the right is the alt text panel. This feature allows me to provide a description of the illustrations for anyone using a screen reader.

5. FINAL WORK

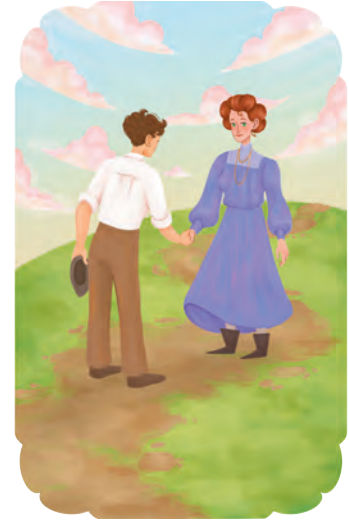
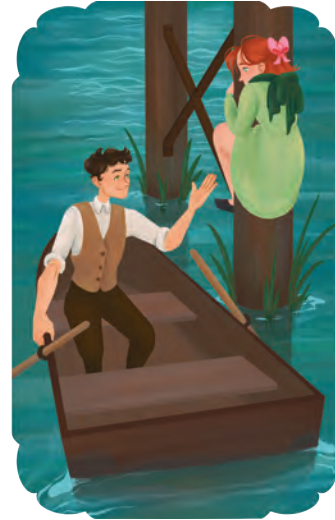
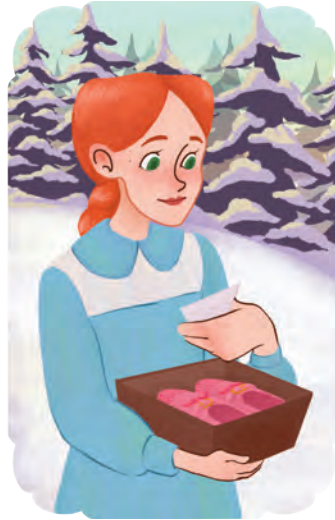
5.1 Cover



5.2 Chapter Headings



5.3 Full Illustrations



5.4 Spot Illustrations

