

the name of our
publishing activity
is **AND**

Working in the edges

Make your own book
A short evening course led by **AND**
October - November 2013

This short evening course explores histories, concepts and methods of print-on-demand. We will test the mechanics of the automated process and develop a direct response to the limits of the medium by intervening and disrupting it. You will produce your own book through one of the POD services available. The resulting books can be distributed via AND Public or find another experimental form of distribution.

Course fee £150
Sessions run from 6.30-8.30/9.30 pm
Dates Mon 7 Oct, 21 Oct, 28 Oct, 11 Nov, 25 Nov
To book a place please contact: eve@theshowroom.org
The Showroom, 63 Penfold Street, London NW8 8PQ
www.theshowroom.org

**THE
SHOW
ROOM**

Session 1:

What is print-on-demand?

“The means of diffusion are now dominating the ideas they diffuse” (Michel de Certeau in A Practice of Everyday Life). In this session the group will explore how technologies influence the way we publish, what we publish and how we disseminate. A short introduction to the history of print culture and independent publishing, starting with early conceptual publications in the 60 and 70s to today's automated online-printing processes.

Session 2:

Pixel into paper: the format of the book

Looking at examples, the group will explore the specifics of the page, binding, paper, print techniques and discuss relationships between print and online publishing.

Session 3:

Practical mock making

In this practical session participants produce a first mock-up of their project. AND will give tailor-made advice about graphic design, the production process and how to use desktop publishing applications like Indesign or the free open source equivalent Scribus.

Session 4

In circulation - How to create a public?

Discuss modes of circulation including mainstream distribution, intervening into existing circuits and appropriating existing publication formats. The group looks at approaches by artists, collaborations, networks as well as practices that use discursive strategies to distribute. AND will give practical advice for participants' projects and share practical resources.

Session 5

Practical intervening and improving

Intervening & improving automated printing processes by human interaction. By now participants will have revised mock-ups, sent off pdfs to the printer and will hold a proof copy in their hands. In one-to-one or group conversations they develop and experiment with ideas to customize or intervene into the automated production process, for example adding inserts, modifying cover, adding dust wrapper, overprinting, cutting-out, cropping.