THE PUBLISHER SCHOOL

Glorybound Publishing
439 S. 6th St. Camp Verde, AZ
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The Publisher School provides up-to-date, accurate training for those seeking answers to publishing books. Glorybound Publishing was established in 2005 by Sheri Hauser in Las Vegas, Nevada. After extensive education and experience publishing over 700 books, she is opening an education program exclusively to educate book publishers.

Three certifications available: [1] Professional Publishing Paperback.
                                    [2] Professional Publishing Children's Book.
                                    [3] Professional Publishing E-Book.

The most professional way to publish books is by utilizing pagination software in coordination with Photoshop. Adobe Suite includes InDesign, Photoshop, and Professional Acrobat. The Publisher School provides personalized instruction for an hourly fee with a certificate upon successful graduation from the class. Two-hour sessions are taught live and on ZOOM. Take what you need in at the pace of your schedule and pocketbook. Some classes have a lesson plan, whereas other courses are project-based. Professional publishers dream big and work hard! Schedule a session with the Publisher School to see if these classes fit your needs. Email sheri@gloryboundpublishing.com.

Basic Classes	
#100 ♦ Publishing	100 Questions to Decide if you Want to be a Publisher
#101 ♦ Publishing	Foundation of a Professional Publisher
#102 ♦ Publishing	Book Covers Good, Bad and Ugly
#103 ♦ Marketing	Marketing with Amazon Ads
#104 ♦ Publishing	Using KDP to Publish a Paperback
#105 ♦ Publishing	Using KDP to Publish an E-Book
#106 ♦ Business	Introduction to Templates for Digital Publishing
#201 ♦ Publishing	Software and Formatting Books
#221 ♦ Photoshop	Editing Pictures for Books using Adobe Photoshop
Professional Publishing with an Emphasis 6x9 Paperback Book	
#202 ♦ Publishing	Coaching an Author Through the Process of Publishing a Book
#301 ♦ Design + Lab 6x9	Design a 6x9 Book with InDesign. Intro to Tools & Editing Photos.
#303 ♦ Design + Lab 6x9	Design a 6x9 Book in InDesign. Auto-flow Text, Links, Pkg. for Print
#302 ♦ Design + Lab 6x9	Design a 6x9 Book in InDesign. Pagination, Paragraph Styles & Layers
#304 ♦ Design + Lab 6x9	Design a 6x9 200-page Book Cover in InDesign for a Perfect Bound Book
#321 ♦ Photoshop Lab 6x9	Make a Picture Wrap-Around the Book Cover Using InDesign & Photoshop
Professional Publishing with an Emphasis Full-Bleed Children's Books	
#220 ♦ Publishing	Coaching an Author Through the Process of Publishing Children's Books
#320 ♦ Design + Lab 8x10	Design 8x10 Full-bleed Book With InDesign Suite
#322 ♦ Design + Lab 8x10	Design a Children's Book Cover 8x10 Full-Bleed
Professional Publishing with an Emphasis E-books	
#110 ♦ Publishing	Introduction to Publishing E-Books
#202 ♦ Publishing	Coaching an Author Through the Process of Publishing a Book
#410 ♦ Design + Lab 6x9 E	Make Two Types of E-Books
#411 ♦ Design + Lab 6x9 E	Making E-Book Cover

* Refer to the last page of this publication for the complete track for each program.

THE PUBLISHER SCHOOL

THE PUBLISHER SCHOOL MAIN FRAME

Title of Course: Name of the Course.
Area of Study: Introduction, Marketing, Photoshop, Publishing, Design + Lab
Level of Difficulty ◆ [easy] ◆ [moderate] ◆ [difficult]
Software Used: Refer to the Diagram.
Requirement: Classes needed before taking this class.
Instruction Hours: Estimated time needed to complete the class with the tutor. Vary according to need.
Lesson Plan or Project: Is there a lesson plan or is the goal a completed project?
Expected Outcome: Goal to be achieved by taking the class.
Cost: $95/hr[the same for all of the classes] offered 2 hrs per session.
Credential Certificate: Name of Certificate.
Course Description: Short description of the class.

Title of Course: #100 Questions to Decide if you Want to be a Publisher

Area of Study: Introduction
Level of Difficulty ◆ [easy]
Software Used: None
Requirement: None.
Instruction Hours: 4-8
Lesson Plan or Project: Lesson Plan
Expected Outcome: The student will have a clear knowledge of his/her expectations of a publisher.
Credential Certificate: 100 Questions to Decide if you Want to be a Publisher
Course Description: 100 questions to decide if you want to be a publisher. We polled a group and asked all the right questions to fill in gaps in understanding who and what a publisher is.

Title of Course: #101 Foundation of a Professional Publisher

Area of Study: Publishing
Level of Difficulty ◆ [easy]
Software Used: None
Requirement: None
Instruction Hours: 4-8
Lesson Plan or Project: Lesson Plan
Expected Outcome: The student will understand the expectations of a publisher & set goals for their company.
Credential Certificate: 101 Foundation of a Professional Publisher
Course Description: Explore the 2023 expectations of a professional publisher and your personal goals and count the cost. Ensure customer satisfaction while promoting quality service. We will examine the legal responsibilities of dealing with copyrighted material and securing office files.

Title of Course: #102 Book Covers Good, Bad and Ugly

Area of Study: Publishing
Level of Difficulty ◆ [easy]
Software Used: Refer to the Diagram. InDesign, Photoshop, Acrobat
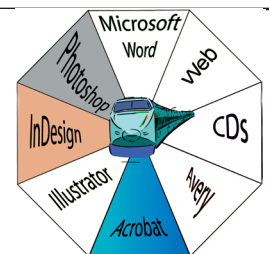**Requirement:** None
Instruction Hours: 4-8
Lesson Plan or Project: Lesson Plan
Expected Outcome: The student will recognize the difference between book covers and develop a simple cover.
Credential Certificate: #102 Book Covers Good, Bad and Ugly
Course Description: Learn the basics of what makes an awesome cover. We will work with several cover templates utilized by KDP and conventional printers including wrap around paperback and full-bleed.

Title of Course: #<u>**103 Marketing with Amazon Ads**</u>

Area of Study: Marketing
Level of Difficulty ♦ [easy]
Software Used: Refer to the Diagram. KDP Rocket, Microsoft Spread Sheet, Web
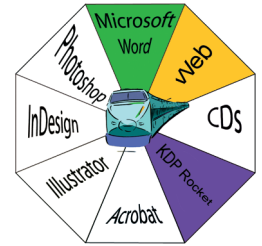**Requirement:** None
Instruction Hours: 2-4
Lesson Plan or Project: Project
Expected Outcome: The student will learn to utilize a marketing tool to develop an Amazon book ad.
Credential Certificate: #103 Marketing with Amazon Ads
Course Description: Examine how to tell if a book will sell on Amazon using the latest software technology. We will set up a sample marketing ad on Amazon.

Title of Course: #<u>**104 Using KDP to Publish a Paperback**</u>

Area of Study: Publishing
Level of Difficulty ♦ [easy]
Software Used: Refer to the Diagram. InDesign, Photoshop, Acrobat, KDP
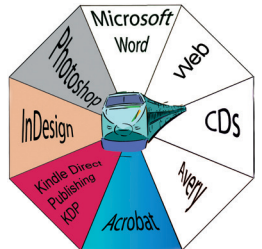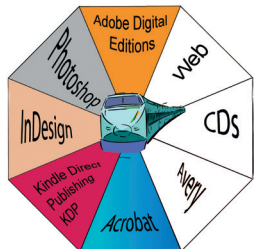**Requirement:** None
Instruction Hours: 4-6
Lesson Plan or Project: Project
Expected Outcome: The student will learn to publish a book on Kindle Direct Publishing, understand royalty structure, sales options, Author Central, and obtain a personal URL on Amazon.
Credential Certificate: #104 Using KDP to publish a paperback
Course Description: This class will walk through the process of publishing a paperback using Kindle Direct Publishing as an option. Take a look at royalty structure, sales options, and Author Central. Obtain a personalized URL on Amazon.

Title of Course: #<u>**105 Using KDP to Publish an E-Book**</u>

Area of Study: Publishing
Level of Difficulty ♦ [easy]
Software Used: Refer to the Diagram.
InDesign, Photoshop, Acrobat, KDP, Adobe Digital Editions
Requirement: None
Instruction Hours: 4-6
Lesson Plan or Project: Project
Expected Outcome: The student will learn to publish a book on Kindle Direct Publishing, understand royalty structure, sales options, Author Central, and obtain a personal URL on Amazon.
Credential Certificate: #105 Using KDP to Publish an E-Book
Course Description: This class will walk through the process of publishing an E-book using Kindle Direct Publishing as an option. Take a look at royalty structure, sales options, and Author Central. Obtain a personalized URL on Amazon.

Title of Course: #<u>**106 Introduction to Templates for Digital Publishing**</u>

Area of Study: Business
Level of Difficulty ♦ [easy]
Software Used: Refer to the Diagram. InDesign, Photoshop, Acrobat, Illustrator, Word, Avery
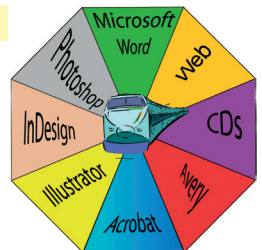**Requirement:** None
Instruction Hours: 4-6
Lesson Plan or Project: Project
Expected Outcome: The student will produce a coil-bound book, a business card, and a brochure.
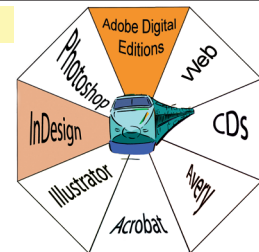**Credential Certificate**: #106 Introduction to Templates for Digital Publishing
Course Description: This class is an introduction to the Lasertrain, which includes over 350 templates for digital publishing. We will open several templates and produce a coil-bound book, a business card, and a brochure.

Title of Course: **#110 Introduction to Publishing E-Books**
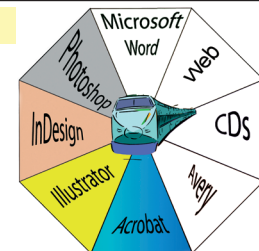
Area of Study: Publishing
Level of Difficulty ◆ [easy]
Software Used: Refer to the Diagram. InDesign, Adobe Digital Editions
Requirement: None
Instruction Hours: 4-6
Lesson Plan or Project: Project
Expected Outcome: The student will look at several templates recognizing the elements which help the e-book sell and that which hinders sales.
Credential Certificate: 110 Introduction to Publishing E-Books
Course Description: Examine the possibilities of e-books in 2023 by looking at two types of e-books. There are good and bad e-books; learn the difference to ensure your e-book is the best. Reflowable and non-reflowable e-books.

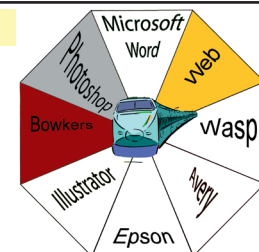**Title of Course**: **#201 Software and Formatting Books**

Area of Study: Publishing
Level of Difficulty ◆ [moderate]
Software Used: Refer to the Diagram. InDesign, Illustrator, Photoshop, Acrobat
Requirement: Recommend 101, 102
Instruction Hours: 6-8
Lesson Plan or Project: Lesson Plan
Expected Outcome: The students will understand the difference between the software used to publish books.
Credential Certificate: 201 Software and Formatting Book**s**
Course Description: 201 is an overview of the premiere pagination software for the professional formatting of books. We will open Adobe Suite and provide an overview of its capabilities, demonstrating several sizes of books. We also include a lesson on Fonts, glyphs, file hierarchy options, and organizing publishing project files.

Title of Course: **#202 Coaching an Author Through the Process of Publishing a Book**
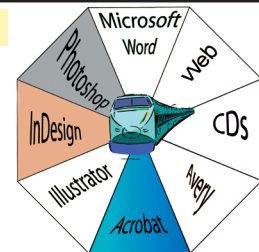
Area of Study: Publishing
Level of Difficulty ◆ [moderate]
Software Used: Refer to the Diagram. Bowker's Link, Photoshop, Web
Requirement: Recommend 101, 102
Instruction Hours: 6-8
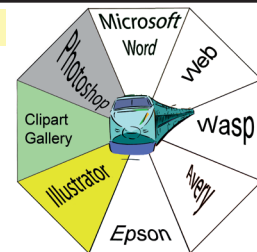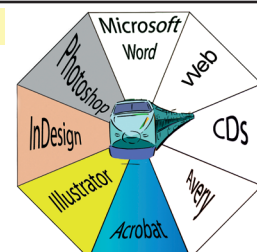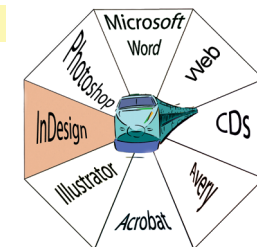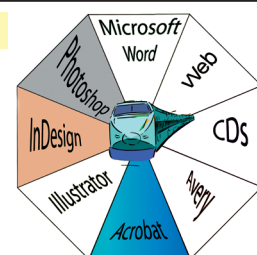**Lesson Plan or Project:** Lesson Plan
Expected Outcome: The student will understand the process of putting a book together for a client, considering their goals, correlating with a realistic outcome. They will learn how to obtain ISBN and registation with Bowker's Link.
Credential Certificate: #202 Coaching an Author Through the Process of Publishing a Book
Course Description: Become a coach who visualizes the author's goals and helps to achieve a realistic outcome. We will examine several types of books with specific editing goals for flow, sentence structure, and punctuation. Learn how to coach an author through the Agenda to Publish.

Title of Course: **#220 Coaching an Author through the Process of Publishing Children's Books**

Area of Study: Publishing
Level of Difficulty ◆ [moderate]
Software Used: Refer to the Diagram. InDesign, Photoshop, Acrobat
Requirement: Recommend 101, 102
Instruction Hours: 6-8
Lesson Plan or Project: Project [#220 8X10 Full-Bleed Book]
Expected Outcome: The student will understand the process of putting a book together for a client, considering their goals, and correlating with a realistic outcome that pertains to children's books. He/she will become familiar with contracts, copyrights, and types of pictures used in children's books.
Credential Certificate: #220 Coaching an Author through the Process of Publishing Children's Books
Course Description: Become a children's book coach who visualizes the author's goals and helps to achieve a realistic outcome for publishing a children's book. The class will cover contracts, selecting an illustrator, and types of pictures used in books. We will publish a children's book on KDP by the end of the sessions.

Title of Course: **#221 Editing Pictures for books using Adobe Photoshop**

Area of Study: Photoshop Lab

Level of Difficulty ♦ [moderate]

Software Used: Refer to the Diagram. Photoshop, Illustrator, Clipart Gallery

Requirement: Recommend 101, 102

Instruction Hours: 6-8

Lesson Plan or Project: Project

Expected Outcome: The student will become familiar with different types of pictures used in children's books and understand the basic principles of touching up the art using Professional Photoshop. We will do three projects. Clipart color conversion, photo touching, and deleting objects to make a simple background book cover.

Credential Certificate: #221 Coaching an Author through the Process of Publishing Children's Books

Course Description: The class is a Photoshop Lab that familiarizes the student with tools commonly used to edit book photos. The student learns to brighten, touch up, extend, and repair photos. We will do three projects. Clipart color conversion, photo touching, and deleting objects to make a simple background book cover.

Title of Course: **#301 Design a 6x9 Book with InDesign Suite. Intro to Tools & Editing Photos**

Area of Study: InDesign Lab 6x9

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign, Photoshop, Illustrator, Acrobat

Requirement: Recommend 101, 102, 201, 202

Instruction Hours: 6-8

Lesson Plan or Project: Project [#301 6x9 Book]

Expected Outcome: The student will create a 6x9 200-page book in InDesign using a template, set the copyright date and insert several photos.

Credential Certificate: #301 Design a 6x9 book with InDesign Suite. Intro to tools and editing photos

Course Description: We will create a 6x9 200-page book in InDesign using a template, look at integrating photos and line art, and set the copyright date. Photoshop and Illustrator seamlessly integrate with InDesign, instantly editing pictures and drawings.

Title of Course: **#302 Design a 6x9 book in InDesign. Pagination, Paragraph Styles & Layers**

Area of Study: InDesign Lab 6x9

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign

Requirement: Recommend 101, 102, 201, 202, 301

Instruction Hours: 6-8

Lesson Plan or Project: Project [#302 6x9 Book]

Expected Outcome: The student will create a 6x9 200-page book in InDesign using a template.
Then he/she will add automatic pagination, work with layers, and color swatches.

Credential Certificate: #302 Design a 6x9 book with InDesign Suite. Pagination, paragraph styles and layers

Course Description: We will create a 6x9 200-page book in InDesign using a template. Then, we will add automatic pagination and work with layers and color swatches. We will add pages, omit pages, and work with the master to affect the entire manuscript simultaneously.

Title of Course: **#303 Design a 6x9 book in InDesign. Autoflow Text, Links, Package for Print**

Area of Study: InDesign Lab 6x9

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign

Requirement: Recommend 101, 102, 201, 202, 301, 302

Instruction Hours: 6-8

Lesson Plan or Project: Project [#303 6x9 Book]

Expected Outcome: The student will create a 6x9 200-page book in InDesign using a template.
Then he/she will autoflow the text, set up paragraph styles, links and package for print to High Resolution PDF.

Credential Certificate: #303 Design a 6x9 book with InDesign Suite. Autoflow Text, Links, Package for Print

Course Description: We will create a 6x9 200-page book in InDesign using a template. We will set paragraph, and character styles, and flow the text into the InDesign file. We will learn to ensure crisp photos and proper link structure. Finally, we will package the manuscript to make a high-resolution PDF which may be submitted for print.

Title of Course: **#304 Design a 6x9 200-page Book Cover in InDesign for a Perfect Bound Book**

Area of Study: InDesign Lab 6x9

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign, Acrobat, Photoshop, KDP

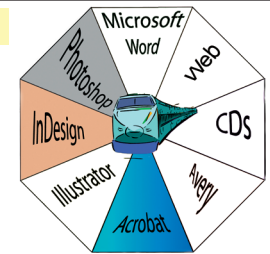**Requirement:** Recommend 101, 102, 201, 202, 301,302, 303

Instruction Hours: 6-8

Lesson Plan or Project: Project [#304 6x9 200 Page Book Cover]

Expected Outcome: The student will create a 6x9 200-page book cover for a paperback book using InDesign with a template provided by a printer in combination with Professional Acrobat and Photoshop.

Credential Certificate: #304 Design a 6x9 200-page book Cover in InDesign for a perfect bound book

Course Description: We will create a 6x9 200-page perfect bound book cover in InDesign using a template. We will link a cover picture, rotate the spine text, and allow room for trimming. The end result is a high-resolution PDF ready to submit to a printer. The book cover will be run through Professional Acrobat and Photoshop to be prepared for the printer.

Title of Course: **#320 Design 8x10 Full-bleed Book with InDesign. Intro to Tools & Editing Photos**

Area of Study: InDesign Lab 8x10

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign, Photoshop, Illustrator, Acrobat, Word

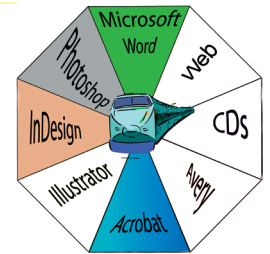**Requirement:** Recommend 101, 102, 201, 220, 221

Instruction Hours: 6-8

Lesson Plan or Project: Project [#320 8x10 35 page full-bleed Book]

Expected Outcome: The student will create an 8x10 35-page full-bleed book in InDesign using a template, look at integrating photos and line art, and set the copyright date.

Credential Certificate: #320 Design 8x10 full-bleed book with InDesign. Intro to tools & editing photos

Course Description: We will create an 8x10 35-page full-bleed book in InDesign using a template, look at integrating photos and line art, and set the copyright date. Photoshop and Illustrator seamlessly integrate with InDesign, instantly editing pictures and drawings.

Title of Course: **#321 Make a Picture Wrap-around Book Cover using InDesign & Photoshop**

Area of Study: InDesign Lab 6x9

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign, Acrobat, Photoshop

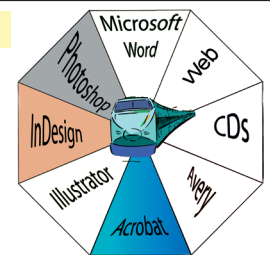**Requirement:** Recommend 101, 102, 201, 202, 301,302, 304

Instruction Hours: 6-8

Lesson Plan or Project: Project [#321 6x9 200 Page Wrap Book Cover]

Expected Outcome: The student will create a wrap-around book cover for a 200-page 6x9 book, extending the photo around the book and aligning the spine perfectly.

Credential Certificate: #321 Make a Picture Wrap-around Book Cover using InDesign & Photoshop

Course Description: We will download a 6x9 200-page perfect bound book cover template from KDP and create a wrap-around book cover extending the photo. This book has a spine.

Title of Course: **#322 Design a Children's Book Cover 8x10 Full-Bleed**

Area of Study: InDesign Lab 8x10

Level of Difficulty ♦ [difficult]

Software Used: Refer to the Diagram. InDesign, Acrobat, Photoshop, KDP

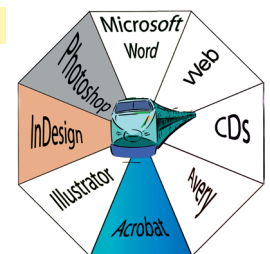**Requirement:** Recommend 101, 102, 201, 220, 320

Instruction Hours: 6-8

Lesson Plan or Project: Project [#322 8X10 35 Page Children's Book Cover]

Expected Outcome: The student will create an 8x10 35-page wrap-aound book cover in InDesign using a book cover template and set the copyright date.

Credential Certificate: #322 Design a Children's Book Cover 8x10 Full-Bleed

Course Description: We will create an 8x10 35-page book cover in InDesign using a book cover template and set the copyright date. This book does not have a spine.

Title of Course: #<u>410 Re-flowable & Non-reflowable E-book</u>

Area of Study: InDesign Lab 6x9
Level of Difficulty ◆ [difficult]
Software Used: Refer to the Diagram. InDesign, Adobe Digital Editions, KDP
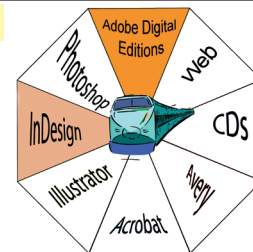**Requirement:** Recommend 101, 102, 201, 202, 301,302, 304
Instruction Hours: 6-8
Lesson Plan or Project: Project [#410 6x9 200 Book Reflowable & Non-reflowable]
Expected Outcome: The student will create a 6x9 200-page book in InDesign using a template to make it an e-book by adding search words and making the font specific to known parameters best suited for international e-book distribution. We will make a flowable and non-reflowable e-book.
Credential Certificate: #410 Re-flowable & Non-reflowable E-book
Course Description: We will create a 6x9 200-page book in InDesign using a template to make it an e-book by adding search words and making the font specific to known parameters best suited for international e-book distribution. We will make a flowable and non-reflowable e-book.

Title of Course: # <u>411 Making E-Book Cover</u>

Area of Study: InDesign Lab 6x9
Level of Difficulty ◆ [difficult]
Software Used: Refer to the Diagram. InDesign, Acrobat, Photoshop, KDP
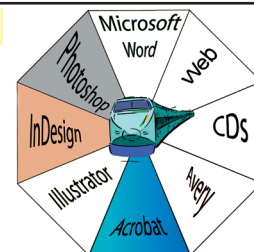**Requirement:** Recommend 102, 201, 221
Instruction Hours: 6-8
Lesson Plan or Project: Project [#411 6X9 200 Page E-Book Cover]
Expected Outcome: The student will create a 6x9 200-page perfect bound book cover in InDesign using a template. We will link a cover picture, rotate the spine text, and allow room for trimming. The result will be a high-resolution JPEG, which will become an E-book cover.
Credential Certificate: #411 Making E-Book Cover
Course Description: Using a template, we will create a 6x9 200-page perfect bound book cover in InDesign. We will link a cover picture, rotate the spine text, and allow room for trimming. The result will be a high-resolution JPEG, which will become an E-book cover for a re-flowable or non-reflowable book cover.

Professional publishers dream big and work hard!
Schedule a session with the Publisher School to see if these classes fit your needs.
Email sheri@gloryboundpublishing.com.

Complete Program Track

Credential Certificates: **Professional Publishing Paperback**
                                 Professional Publishing Children's Book
                                 Professional Publishing E-Book

For those who wish to stick with one type of books, here is the track of the complete program for this type.

Professional Publishing with an Emphasis 6x9 Paperback Book:

101 Foundation of a Professional Publisher
102 Book Covers Good, Bad and Ugly
104 Using KDP to Publish a Paperback
201 Software & Formatting Books *Required for 300 & 400 classes
202 Coaching an Author Through the Process of Publishing a Book
221 Editing Pictures for Books Using Adobe Photoshop
301, 302, 303 Design + Lab 6x9 book with InDesign
304 Design + Lab 6x9 book cover with InDesign
321 Design + Lab 6x9 book cover with InDesign & Photoshop

Professional Publishing with an Emphasis 8x10 Full-Bleed Children's Book:

101 Foundation of a Professional Publisher
102 Book Covers Good, Bad and Ugly
104 Using KDP to Publish a Paperback
201 Software & Formatting Books *Required for 300 & 400 classes
202 Coaching an Author Through the Process of Publishing a Book
220 Coaching an Author Through the Process of Publishing a Children's Book
221 Editing Pictures for Books Using Adobe Photoshop
320 Design + Lab 8x10 Full-Bleed Book with InDesign
322 Design + Lab 8x10 Book Cover with InDesign & Photoshop

Professional Publishing with an Emphasis on E-books:

101 Foundation of a Professional Publisher
102 Book Covers Good, Bad and Ugly
105 Using KDP to publish an E-Book
110 Introduction to Publishing E-Books
201 Software & Formatting Books *Required for 300 & 400 classes
202 Coaching an Author Through the Process of Publishing a Book
301, 302, 303 Design + Lab 6x9 book with InDesign
410 Design + Lab 6x9 E-Book. Make 2 Types of E-Books with InDesign
411 Design + Lab 6x9 E-Book. Make an E-Book Cover with InDesign & Photoshop