

## **Create a Picture Book Program**

### **The educational program**

This literacy extension program assists participating students to write and illustrate their own picture book. The book-making project, which takes place over 10 - 15 weeks, provides instruction in creative writing and illustration by a specialist teacher and artist-illustrator. The program's educational content addresses seven outcomes from the English K-10 curriculum and two outcomes from the Creative Arts K-6 curriculum. Learning, both theoretical and skills-based, happens through a series of group workshops and online webinars. Students also have access to supplementary support materials and ongoing guidance via the Webcats' website and email communication between teacher and student. The resulting text and illustrations are used to create a unique picture book, to the student's specified design.

### **The publishing process**

Webcats uses the student's raw creative materials to produce a printed publication of the highest possible quality, within the physical, time and financial constraints of the project. Webcats invests a great deal of time, care and expertise into transforming each student's work into a book of which they can be proud.

Webcats' post-classroom production process involves, but is not limited to, high-resolution scanning of all original artworks into digital image files, image corrections and enhancements (using Photoshop, Illustrator, Preview etc), detailed layout and editing of text and images in third-party publishing software, proofreading, pre-payment of book orders and uploading of files to the printers.

### **Everything else**

By taking care of the editing, publishing and management side of things, Webcats makes it easy for students to become published authors. Once the books have been printed, Webcats showcases the students' work and makes the titles available at the most reasonable price possible.

### **Publishing and Production**

Each time a book is printed, Webcats digitally uploads all print data from the original software files. We carefully monitor print quality, maintain order records and safely store and archive all artwork and text files.

### **Copyright**

The student's work is published in book form as part of the Webcats *Create-a-Picture-Book* program. Webcats will publish the book on behalf of the student and act as his or her representative in all matters regarding the publication. Copyright will remain the property of the student author. The following copyright notice will appear in all copies of the publication:

© [Author's name], [Year of first publication]

### **Licence**

The student author grants to Webcats an exclusive licence to print, publish and sell the book for three years from the date of first publication.

## **Promotion and Marketing**

Webcats promotes its *Create-a-Picture-Book* program and the author's book, in a variety of ways, including but not limited to, book launches, live previews in the online Book Shop, author interviews, posters, online and print book reviews, newspapers and radio coverage. Webcats will promote and sell the author's book in a professional manner to maximize the book's market potential.

## **Royalties**

As the publisher, Webcats will pay to the student author twenty-five per cent (25%) of any net profits realised through the sale of the student's book.

Any sales will be reported to the student on a yearly basis and where any sales have occurred, accounts showing the number of books printed and delivered will be prepared and provided to the author.

Payments will be deposited into a bank account held by the student author or his or her parent or guardian to be held on trust for the student author.

## **Pricing**

As this is an educational program, Webcats seeks to make all books available at the lowest possible price through negotiations with the printers. Due to fluctuations in production costs, prices are subject to change without notice.

On completion of the *Create-a-Picture-Book* project, each student author is entitled to one (1) free copy of their book and up to ten (10) copies at Webcats' special student pricing (plus shipping) and may be purchased by completing the order form (downloadable from the *Book Shop* page).

Any additional copies may be obtained by ordering directly from Albumworks via the Webcats Book Shop.

## **Judith Radin**

Director

Webcats Educational Services