



Creating a Children's Book

A quick guide for first-time authors



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Initial Brief and Story

To start your book project, you only need to have your story completed, as we are going to take all the following steps together. Character development, book design, encompassing layout, font selection, covers and composition. We will also provide ready-to-upload files for on demand publishing platforms.



Key things to know

before starting!

Minimum number of pages per each 'on demand' printing services:

- **Amazon KDP:** 24 (paperback), 75 (hardcover)
- **IngramSpark:** 18 (paperback and hardcover)
- **BookBaby:** ~20-24 (paperback), ~40-50 (hardcover, varies)
- **Lulu:** 32 (perfect-bound paperback and hardcover), 4 (saddle-stitched paperback)
- **Blurb:** 20 (paperback and hardcover)

Note: If you're planning a short book, IngramSpark or Lulu (with saddle-stitching) might offer the most flexibility. For standard self-publishing through Amazon, KDP's 24-page is the benchmark to meet.

The process

1

Character Design

Bring to life the primary characters, which will drive the narrative of your story.

10 - 15 days.

2

Book Layout and Storyboard

Understand how we will lay out the sequence of illustrations and the text.

20 - 30 days.

3

Final Art Illustrations

See the detailed sketches. Upon your approval, we will do the final coloring art and design layout.

20 - 30 days.

4

Cover Design and Illustration

Almost there! Design and illustrate the covers for your book.

10 - 15 days.

Character Design

Let's establish the concept of each character:



Storyboard

Following a standard order, the book is structured as follows:



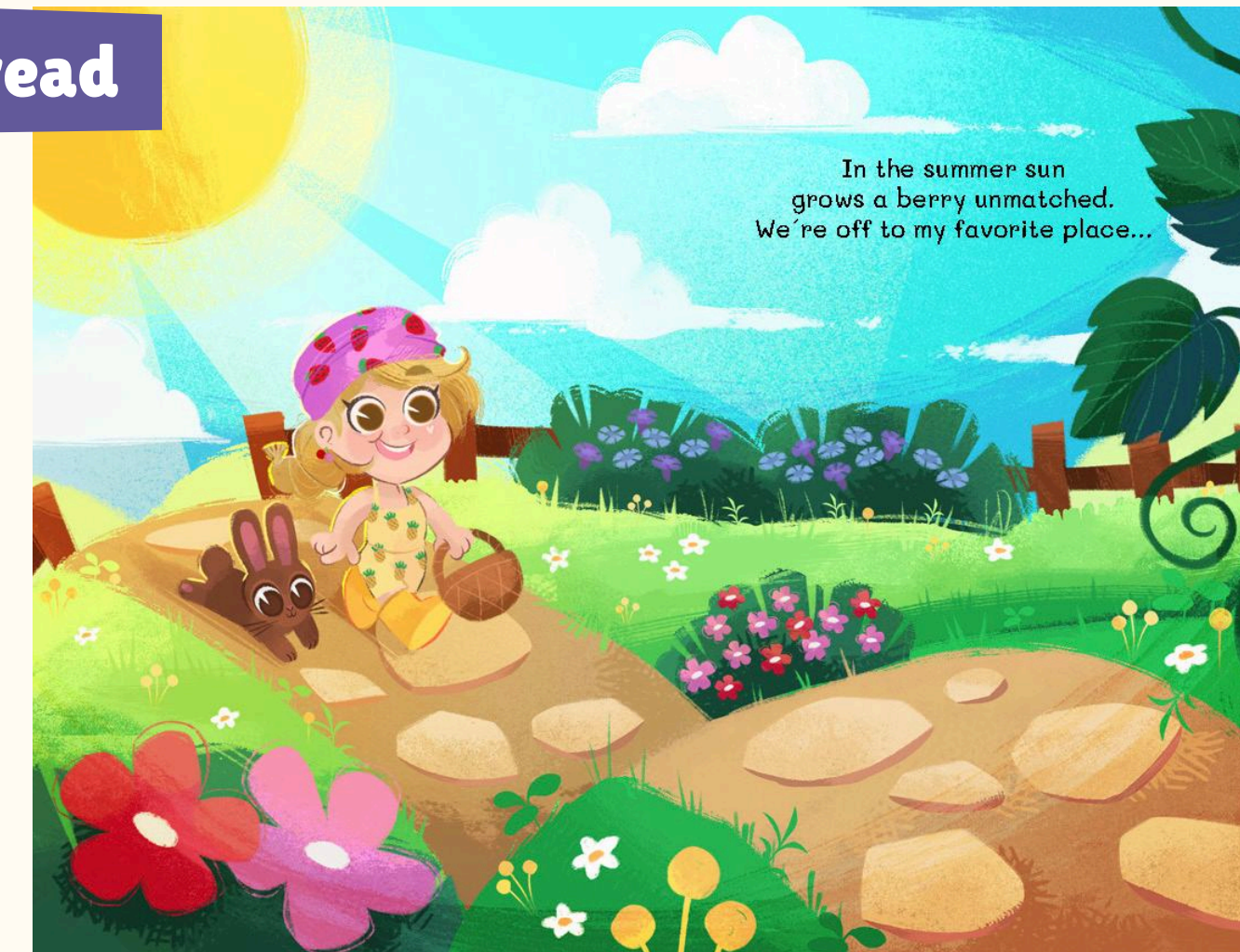
Most common book sizes are 8,5x8,5 in | 8x10 in | 7x10 in, with 24, 32 pages. Books with less than 24 pages are not allowed to upload it on Amazon, IngramSparks.

Book Layout: illustrations

Key differences between common illustration sizes:

- **Spot Illustration:** A small, compact illustration used to complement text, or highlight specific details.
- **Full-Page Illustration:** A single illustration that occupies an entire page, creating a bold, immersive visual statement. Full-page illustrations are used to convey significant moments.
- **Full-Spread Illustration:** An illustration that spans across two facing pages, creating a wide, cinematic effect.

full spread



full page



spot

Final Art Illustrations

Here is where the magic begins!
The illustration comes alive with color, including the final design.



Cover Design & Illustration

The final step is creating the cover design to accurately reflect the completed story and overall tone, making it more appealing and marketable to the target audience.

Types:

eBook: A digital format. No physical copy exists; it's delivered as a file (e.g., EPUB, MOBI, PDF).

Paperback: A physical book with flexible cover and pages, typically more portable and less expensive.

Hardcover: A physical book with a rigid cover, offering durability and a premium feel, often more expensive.



Hardcover designs need more bleed than paperbacks due to higher quality materials, larger sizes, and complex finishing, requiring larger illustrations to adapt easily to paperbacks.

Requirements & Deliverables

You will always have an opportunity for a final text correction before sending it to print!

<p>1</p> <p>Initial Brief</p>	<p>2</p> <p>Character design</p>	<p>3</p> <p>Book Layout & Storyboard</p>	<p>4</p> <p>Final Art</p>	<p>5</p> <p>Cover Design and Illustration</p>
<p>Requirements:</p> <ul style="list-style-type: none"> • Story of the book. • Number of pages. • Book goals: personal or commercial project. 	<p>Requirements:</p> <ul style="list-style-type: none"> • A description of the main characters, their personalities and any reference photos. 	<p>Requirements:</p> <ul style="list-style-type: none"> • Character's design validation. • Page breakdown with illustration ideas. • Size of the book. 	<p>Requirements:</p> <ul style="list-style-type: none"> • Approval of book layout and storyboard. 	<p>Requirements:</p> <ul style="list-style-type: none"> • ISBN Code • Cover type and ideas • Text corrections
<p>You get: total price of the book.</p>	<p>You get: .jpg files of your characters</p>	<p>You get: PDF preview of the book design and sketches.</p>	<p>You get: PDF preview of final art illustrations</p>	<p>You get: Final PDF of interior and cover (separately) ready to upload/print.</p>



Questions?

Thank you for reviewing this presentation! We hope it was helpful.

Check out more content like this at www.pufliaGENCY.com

Get in touch at hello@pufliaGENCY.com

If you have any questions please feel free to contact us, we look forward to collaborating on creating an exceptional book together!

