

Enhanced Multi-Media Content



by Deirdra Eden Coppel

DC Literary Services

Editing, Cover Design, Illustrations, Book Reviews, Author Logos,

Web Design and Development, and Book Promotional Material

www.Knightess.com

- **Production Cost of Digital vs. Printed Books**
 - Costs facts
 - How to compete
- **Enhanced Multi-Media Content**
 - Pros and Cons
- **Creating Digital Magic**
 - Stats
 - Compatibility

- **E-book Animation**
 - Types of Animation
- **Advertisements**
 - Pros and Cons
- **Other EMC's**
 - Video Interviews of the Author
 - Author Interviews
 - Color Maps / Interactive Maps
 - Character Sketches
 - Clip or Sample of Your Next Novel
 - Music / Sound Effects
 - Voiceovers
 - Alternative Views
 - Animated Text
- **Illustrations**
 - Do I Need Illustrations?
 - Where do I find an artist?
 - How do I hire an artist and who?
 - What style is best for your book?

Book Covers and Illustrations



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- How to ruin your career before it starts.
- What are you non-verbally communicating with your book cover?
- Common cover mistakes.
- Common Author Concerns
- How do I hire an artist and who?
- How to reduce art cost without sacrificing quality.
- How much should I pay for art?
- Rights
- Types of commissions.

Common Author Concerns:

- “It’s too expensive.”
- “I don’t know anyone who illustrates. How do I find an artist and approach them on a professional level?”
- “I’m worried about legal rights to the art, who will own the copyright, me or the artist?”
- “I don’t know what to expect during the illustration process? Will I get to be involved?” (First time father syndrome)
- “What if my publisher gives me a cover I don’t like?”

Art Rights:

- Rights to use as a book cover (e-book, paperback, hardback)
- Right to animate
- Right to sell as posters/prints (not associated with book)
- Right to sell at any or no cost all things related to the book art. (T-shirts, toys, etc...)
- Right for artist to use in their portfolio and for a job reference.
- Right to make coloring pages
- Right to promote online
- Right to use all or portion of cover
- Right to be acknowledged and where
- Right to make bookmarks
- FULL copyrights