SUMMARY OF THE WEBINAR “COME NASCE UN LIBRO”

The webinar takes place on April 23, during the “International book day” and aims to explain how a book is projected and created.

The video consists of answers to questions made by professors from different schools, based on the students’ curiosities.

The answers are provided by:

* An author
* An editorial manager
* An editor
* A director
* A production manager.

Firstly, the editorial manager defines the publishing house, which is made up of various sectors and transforms writing into actual books.

The members of a publishing house are:

* Editors
* Publishers
* Proof-readers
* Educational consultants
* Translators

That have in common the passion for books.

It’s important the figure of the commercial manager, who deals with managing market issues and needs-

Books are the result of a project and a surprise.

The **project** is the set of concepts that you want to express and arises from a meeting that can concern private life or the publishing house with which a theme is agreed.

**Surprise** is what shows itself and gives emotions.

These two components make up the plot of the book.

Plots are less than thirty and give shape to the characters, which must be plausible and realistic.

The point of view together with the choice of tenses constitutes the craftsmanship of the author, who must be curious and love reading.

Before creating the setting of a book it is important to read up on historical books or maps. In addition, the use of social and technological means helps us to build a plausible setting.

Once these choices have been made, it is possible to write a novel.

While plots repeat themselves, what changes between authors is the style.

It is important to create a bond between the author and the wise person that must also be passed on to the readers.

In this way ends the solitary work of the author and a new phase begins, thus making the book become a collective heritage.

The skills needed to work in a publishing house are multiple and change according to the figures within.

In particular, the editor has to check out the text written by the author and make corrections and interventions to bring it to the best possible shape.

The work of the editor consists of five phases:

1. editing
* The graphic studio sends a draft with corrections.
1. make corrections in the first draft.
* The graphic studio sends a draft with corrections.

3) check the second draft

* The graphic studio provides a third draft.

4) Graphic cyan: printed proof copy

The length of the text depends on the series: the author must therefore know how to select the information.

The fields of work of the publisher are:

1. the storyline, that must be functional, credible, engaging and exciting

2) the characters, who have to be realistic and well defined

3) the style

At this point the editor provides important writing style tips.

* The “Show don’t tell rule”: It is important to show a character in action and show his emotions rather than telling something generic.
* You must eliminate the excessive use of adverbs that ended in ”mente” because they weigh down the reading and do not add meaning to the reading.
* It is therefore better to remove rather than add.

The choice of the book’s cover is also important because it is the first component of the book that you notice.

It is divided into first, second, third, and back cover and the spine and has the function of synthesizing the content.

Graphics must be balanced and lively and facilitate reading as well as aid understanding, indeed the illustration is the visual transformation of a manuscript.

In conclusion, the editorial responsible deals with the choice of the carriage and the format of the books.