



The Creative Editor: Publishing at the National Library of Australia

Susan Hall Publishing Manager

Background



The Library's Publishing Program aims to:

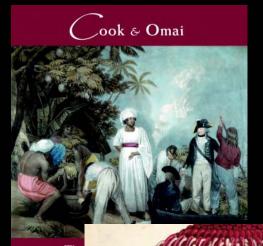
- 'foster an understanding and enjoyment of the National Library and its collections'
- 'selectively interpret and highlight the Library's collections through publications'.





Publishing Program

The Library's collections are the basis of its publishing program













Why publish?



- Contributing to understanding of Australian history and culture
- Promoting knowledge and use of Library resources
- Exposing the richness & diversity of Library collections
- Supporting scholarship

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• 'Taking a piece of the Library home'



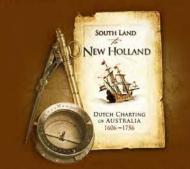
A Wide Range of Material is Published



Corporate publications, 'trade' publications, epublications, periodicals and merchandise

NATIONAL LIBRARY of AUSTRALIA

MANY VOICES



OLIVE COTTON

BOOKPLATES

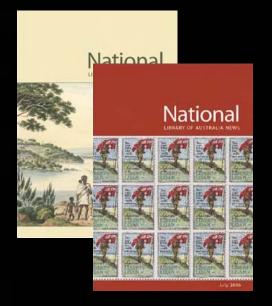
uth Land to New Holland: Dutch Charting of Australia 1606–1756 celebrates ny Dutch exploration of the Australian coast, drawing on the rare maps and ner resources from the collections of Australia's National. Catta and Cartinonu

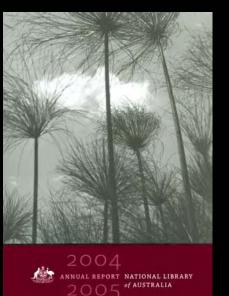




Corporate publications

• One of our central publishing activities







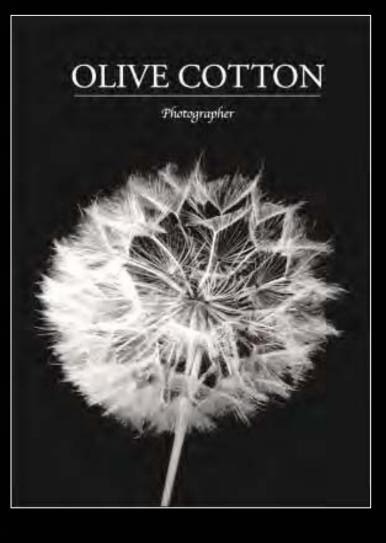
www.nla.gov.au





Trade Publications





- Distribution to more than 450 retail outlets
- Recent emphasis on gift fairs and selling direct to customer through catalogues and our online shop



Trade books: recent trends

- Unsolicited MS led to scholarly publications for niche audiences
- Goal is now to make publications, and thus collections, accessible to wider audience
- Editors taking more creative approach



Children's books

• Children's list started in 2006

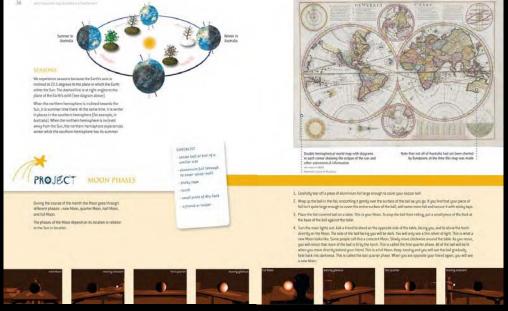




- MS was already written
- Editor re-wrote some sections and broke the book into 'information chunks'
- Detailed flat plan created

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• Aim was to present authoritative content in lively and interesting way





PROJECT

How to do it:

A story of the universe www.siz.gov.au/otherse

Creative designer added illustrative content

and the size of the angle is given in degrees. The angle covered by the Moon's diameter is about half a degree. You can use this method to estimate the sizes of objects or their distances from each other in the sky. You do not need expensive instruments. Your eyes and an

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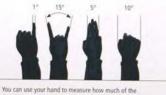
The universe is constantly expanding. In this project you will use a balloon to create an expanding universe.

L Partly blow up a round balloon. Squeeze the hole shut

with your fingers to prevent air from escaping. 2. Use your permanent marker to draw several small CHECKLIST

round bailoon

permanent marker



You can use your hand to measure how much of the sky is taken up by different objects. The full Moon covers an angle of half a degree—about half the width of your little finger





Wide ranging picture
research: Library
material, NASA,
Aboriginal art

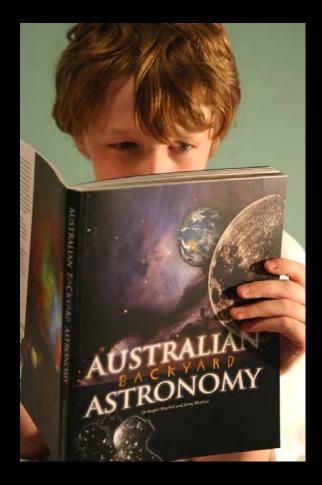








- Content and design were user tested
- Reprinted within 6 months
- In ABC/Australian Geographic bookshops
- Generated much publicity
- Life after publication

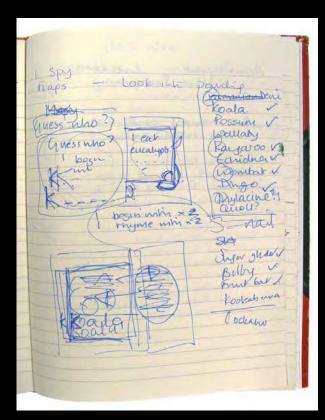




Guess Who?



- Worked with the preschool
- Decided on 'flap book'
- Drew rough concepts



Guess Who?



• Design prototypes: using our collection

• Production issues worked through







Guess Who?

- User testing with preschool
- Fact checking with RSPCA





Highlighting Library collection material

Details of Library collection items at the back of all our children's books

ILLUSTRATION SOURCES



and francit is can cartial week

AUSTRALIAN FLOWERS

AUSTRA



HOMESTRADS



THE NATIONAL LIBRARY

The National Library of Australia is the nation's targest reference library. It has more than nine million items, including boles, journals, newspapers, maps, mubic, manuscripts, pictures, oral history and ephemera. The Library's Map Collection contains many celestul maps as well as world maps ranging from rare and unique material, such as the 1535 Ptolemy Atlas of the World. to present day satellite maps. The Library's Pictures Collection includes more than half a million images. illustrating important aspects of Australia's history and development from the late eighteenth-century Pacific expeditions until the present day. The captions below give details of illustrations of items from the Library's collection, listed in the order in which they appear in the book as main images.



The Coal Sack and the Southern Cross, the Mount Stromio Observatory, Australian National University Number seven of a set of 52 postcards produced b who is illustrate Mount Grounds (Disprovator), and its we



Celestial Globe simile made by J C. Exde. 2017. orginal by a Connell (1650–1718). The celestial globe gores area with imagery in them) were engraved and



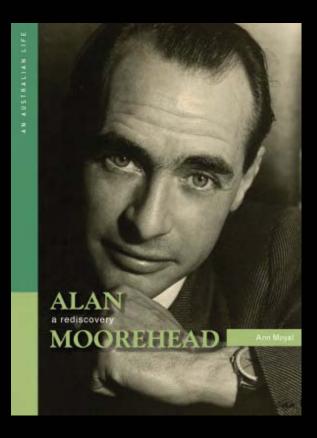






Australian Life Series

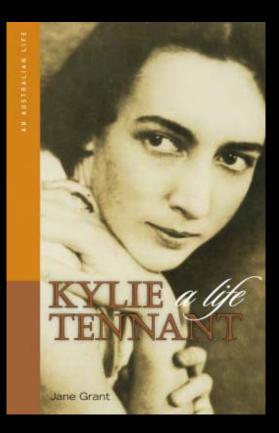
- 25,000 words, up to 100 images
- Subject would be well represented in Library's collection
- Subject would have made significant contribution to Australia
- Library would actively commission





Australian Life Series

- Alan Moorehead commissioned from Ann Moyal
- *Kylie Tennant* commissioned from Jane Grant
- Daisy Bates commissioned from Bob Reece





Australian Life Series

- Implications for in-house editors:
 - Deeper knowledge of collection
 - Time to find the stories we want to tell
 - Develop greater understanding of what people want to read and of potential writers

Conclusion



• Offering writers opportunities & support

- Actively creating and shaping books
- Making the collections accessible to a wider audience, while still maintaining high research and production values

