

► *Text, trade, and manual interior book design, jacket and cover design, catalog design, dummy, page layout, production, electronic composition and paging, templates, and technical drawing. Project managing.*

Heyday Books, Berkeley, CA

New Village Press, Oakland, CA

Yvo Reisebos Design, San Francisco, CA

Berrett-Koehler Publishers, San Francisco, CA

Matrix Productions Inc., Tucson, AZ

Focal Press/Elsevier, Burlington, MA

Limelight Editions/Hal Leonard Publishing, New York, NY

Backbeat Books/CMP Media, San Francisco

Jossey-Bass, Inc. San Francisco, CA

Developmental Studies Center, Oakland, CA

Alta Book Center Publishers, Burlingame, CA

Anderson-Lovelace, Los Altos Hills, CA

Addison-Wesley/Benjamin-Cummings Publishing Company, San Francisco, CA

The Crossing Press, Santa Cruz, CA

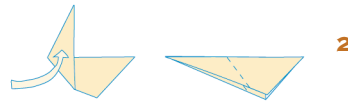
Wendy Earl Productions, San Francisco, CA

Wadsworth Publishing Company, Belmont, CA

HarperSanFrancisco, San Francisco, CA

North Atlantic Books, Berkeley, CA

Cornell University Press, Ithaca, NY



▼ *Other design and production*

Jossey-Bass, Inc. San Francisco, CA

Leader to Leader, quarterly journal: electronic paging, layout, and technical illustration.

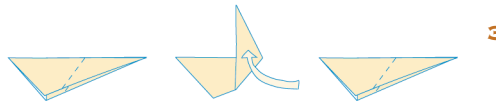
Apex Award for Layout, 2006

Alta Book Center Publishers, Burlingame, CA.

Teachers of English to Speakers of Other Languages: catalog cover, brochure, poster, ad, form, stationery, and business card design

Bookbuilders West, San Francisco, CA.

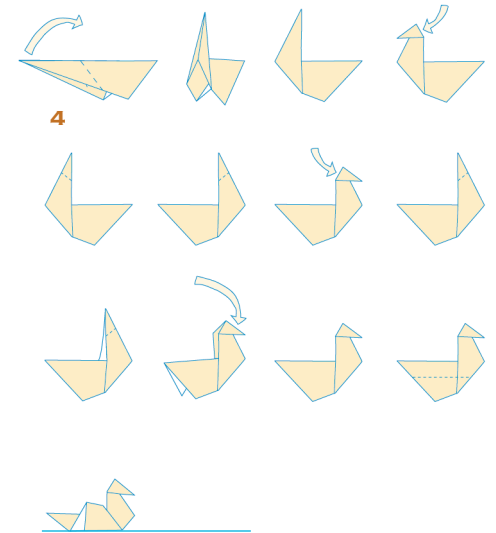
Book show 2007 award certificate, letterhead, postcards, signage, tote-bag image, posters



◀ *In-house design and production*

Design Office, San Francisco. Dummy, full production managing, art direction, art tracking, design for textbooks, trade books, and corporate publications

▼ **Leigh
McLellan
Design**



P.O. Box 22095

San Francisco, California 94122

415.681.9728

leigh@leighmcdesign.com

<http://www.leighmcdesign.com>

▲ *Free-lance design and production*

of text and trade books: interiors, jackets, covers, technical illustration. Journals, corporate publications, newsletters, brochures, posters, and ads

With a strong typographic background, my main experience is with text and trade book interiors and covers. I do book production work such as design, dummyming, layout, art direction, electronic composition, and technical drawing. I have also designed and produced newsletters, stationery, brochures, and ads.

I have done design and design-oriented production work for many of the major publishers in the San Francisco Bay Area, as well as for private clients and small presses. My paging, layout, and technical art skills helped win the Apex Award in 2006. Limited edition books from my private press have won awards in the Bookbuilders West Book Show and the Western Books Exhibition.

At Design Office, I worked in-house in dummyming, layout, sizing and cropping photos, art direction and manuscript markup. In production, I managed scheduling and tracking, and worked closely with designers, editors, typesetters and paste-up staff. I adapted my employers' designs to related publications, and supervised the color markup of mechanicals.

▶ *Desktop publishing services*

- Indesign, QuarkXpress: *design, composition*
- Illustrator: *technical art*
- Photoshop: *scanning, art correction*
- Acrobat: *PDF preparation*
- Dreamweaver: *web sites*

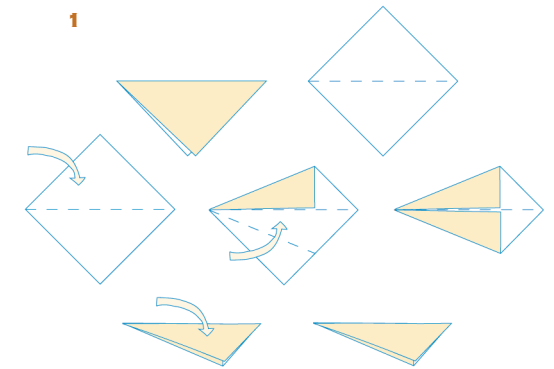
I do design, template preparation, composition, scanning, and technical art for text and trade book jackets, covers, and interiors, corporate publications, and newsletters.

For example, in producing a 300-page trade book, I take the entire process from manuscript to printed book. My role includes overseeing copyediting, proofreading, and indexing.

I create the design, type specifications, sample pages, style sheets, templates, and composition, including laying out tables and pages, bottom aligning spreads, scanning and placing illustrations, inserting editorial corrections, and preparing PDF files for the printer.

I do original design, as well as design adaptation. For instance, I have created front and back matter, interleaf, and teachers wrap design with type specifications for high school or college level textbooks, in both student and teacher editions, based on an interior design created by the publisher's staff designer.

▼ *Leigh McLellan Design* was established in 1975. My many years of experience in the graphic design field offer you creative, prompt, accurate, and competent service.



Judging: Bookbuilders West Book Show 2003, Scholarship Competition 2008–2009, San Francisco. **Awards:** Apex Award for Layout (journals) 2006. Bookbuilders West Book Show, Limited Editions 1987, 1985, 1983, 1981. Western Books Exhibition, Rounce & Coffin Club, Los Angeles 1987, 1985, 1983. **Grant:** National Endowment for the Arts Small Press Assistance Grant 1983.

Teaching: Desktop publishing and electronic composition at the Bookbuilders West Crash Course. Letterpress printing, book design, and paste papers at the San Francisco Center for the Book. Typography, book arts, and design history at Mills College.