

Create-a-Picture Book

The Educational Program

The Create-a-Picture-Book extension program assists each participating student to write and illustrate their own picture book. The book-making project, which takes place over 10 - 15 weeks, provides instruction in creative writing and book illustrating by a specialist teacher and an artist-illustrator. The program's educational content addresses seven outcomes from the English K-10 curriculum and two outcomes from the Creative Arts K-6 curriculum. Learning, both theoretical and skills based, happens through a series of group workshops and live, on-line webinars. Students also have access to supplementary support materials and ongoing guidance via the WebCaTs website and email communication between teacher and student. The resulting text and illustrations are used to create a unique picture book, to the student's specified design.

The Publishing Process

Webcats undertakes to use the student's raw creative materials to produce a printed publication of the highest possible quality, within the physical, time and financial constraints of the project. A great deal of time, care and expertise goes into crafting each student's work into a book of which they can be proud.

In brief, the post-classroom production process involves: high-resolution scanning of all original artworks into digital image files, image corrections and enhancements (using Photoshop, Illustrator, Preview etc), the detailed layout and editing of text and images in third-party publishing software, proofreading, pre-payment of book orders and uploading of files to the printers.

Everything Else

By taking care of the editing, publishing and management side of things, Webcats makes it easy for students to become published authors. Once the books have been printed we showcase the students' work and make the titles available at the most reasonable price we can.

Publishing and Production

Each time a book is printed, Webcats digitally uploads all print data from the original software files. A separate set of data files is created for each book in the size required. We carefully monitor print quality, maintain order records and safely store and archive all artwork, text and page layout files.

Online book orders placed directly through the *Book Shop* on the website use these same Webcats data files for printing. See *Book Shop*: <http://www.webcats.org/#!book-shop/cbxk>

Copyright

The student's work is published in book form as part of the Webcats *Create-a-Picture-Book* program. Webcats will publish the book on behalf of the student and act as his or her representative in all matters regarding this publication. Copyright will remain the property of the student author. The following copyright notice will appear in all copies of the publication:

© [Author's name], [Year of first publication]

Promotion and Marketing

Webcats promotes its *Create-a-Picture-Book* program in a variety of ways, including: book launches, live pre-views in the online Book Shop, author interviews, posters, online and print book reviews, newspaper and radio coverage. We will promote and sell the student's book in a professional manner to maximize its market potential.

Licence

The student author grants to Webcats an exclusive licence to print, publish and sell the book in volume form for three years from the date of first publication.

Royalties

The Publisher, Webcats, will pay to the student author:

- (a) Twenty-five percent of any net profits realised through the sale of the student's book. Any sales will be reported to the student author on a yearly basis.
- (b) Where any sales have occurred, Royalty accounts will be made up and sent to the Author. The accounts will show in detail the number of copies printed and sent out. Payments will be deposited into a bank account held by the student author or held in trust for the student author.

Pricing

As this is an educational program, Webcats seeks to make the student's book available at the lowest possible prices through negotiations with the printers. Please note that, due to normal fluctuations in production costs, prices are subject to change without notice.

On completion of their *Create-a-Picture-Book* project, each student author is entitled to:

- One free copy of their book
- Up to ten copies of their own title at Webcats' special student pricing, plus shipping

Bulk orders of ten books or more (min 5 books per title) at 'standard pricing' plus shipping, may be purchased by completing the order form (downloadable from the *Book Shop* page).

Additional copies may be obtained by ordering directly from Albumworks via the Webcats Book Shop. Price per book includes postage and handling.

Copyright Infringement

If either the Author or the Publisher (Webcats) considers the copyright in the Work has been infringed both parties will join in any legal proceedings and the party initiating such proceeding will pay all costs and expenses and indemnify the other. Any monies recovered in respect of any such infringement of copyright will after deduction of all costs and expenses be divided equally between the Author and the Publisher.

Author's Warranty

The student author warrants to the publisher that:

- (a) The story and artwork is his/her original work;
- (b) The student author is the sole proprietor of the work;
- (c) The work does not infringe any existing copyright and has not been previously published

Agreement

I, {name of parent / guardian} being the parent/legal guardian of {full name of student}.

have read and understood the above information and agree to the terms and conditions set out therein.

Signed:

Dated: