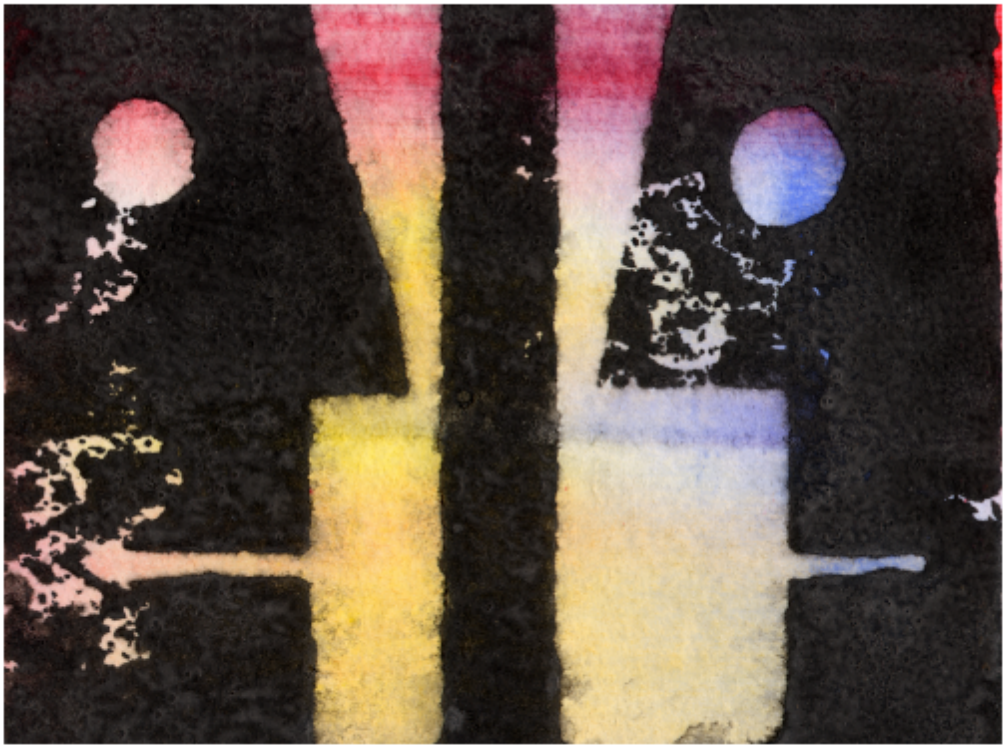

JUAN PETRY

CONTEMPORARY BOOKKEEPING

SOCIAL ART

ARTSURPRISE EDITION

JUAN PETRY

CONTEMPORARY BOOKKEEPING

2023
1st Edition
30 Copies

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Shortly

In order to be able to publish a booklet (small book) in ARTSURPRISE, you need the following things.

- Mail address
- Website
- Internet access

In an email to artsurpriseme@gmail.com you can briefly present your book project. An excerpt from the manuscript is desired, one DinA4 page is sufficient. Links to previous activities are helpful.

All book pages are to be kept as JPEG files in medium resolution (300dpi). As soon as you have an

artist account set up, you can start uploading the pages. Revisions are possible at any time during this phase. If the work is accepted, it will be printed, bound, packaged and published as part of the ARTSURPRISE project.

The conditions for authors are stored on the Back Office website of ARTSURPRISE as a PDF.

A typical booklet in ARTSURPRISE has 16, 32 or 48 pages. Pages 1 to 3 and the penultimate and last page are preassigned (title, free, book details, publisher information, final page with QR code. This results in 11, 28 or 43 pages for the author. At the moment only PORTRAIT (stapling on the left) is possible. An edition contains 120 copies for a

series in the ARTSURPRISE project as well as some specimen copies. A reprint will be marked as a new edition and will only take place after consultation with the author.

Only JPEG files can be used as print templates (593px x 948px / 300dpi). The printout is in four colors plus black. The paper used is commercially available with a weight of 80 g.

Deviating technical specifications require consultation.

Booklets can be published in the art categories LITERATURE, COMIC and OBJECT (artist books).

This book describes the workflow from the manuscript to the finished

published book. It's just one possible workflow. This book also sheds some light on layout issues. The format and the technique of duplication used impose many limitations on the author. However, the best possible result and the prerequisite for the reading pleasure of a subsequent buyer can only be developed through the creative energy of the author himself. So all of these notes are just hints at the challenge, but certainly not easy cooking recipes.

At the end, each author can download the proofs in advance and, with a little manual skill, produce their own sample copy in order to test the effect and adjust their layout if necessary.

So this booklet is on the one hand a manual for the author and on the other hand the result of this workflow. ARTSURPRISE is a social sculpture. The programming used, the Back Office for the authors, the entire underlying logistics, all of this together also becomes part of contemporary art. And so this booklet is also a part of it.

In the beginning there was the idea of finding new forms of expression for contemporary art by using knowledge from merchandise management and logistics in the art market. It started with the classic categories PAINTING, DRAWING, PRINTING and OBJECT. From the beginning it was clear that contemporary LITERATURE should also have a permanent place, but it

took 12 years until the technical and organizational prerequisites could be created to actually implement the LITERATURE project in ARTSURPRISE. This booklet represents a milestone along with the first two publications (AT THE MUSEUM, S.CAPE, 2022-23, Vol.1, Vol.2). We did it. We made it. You read it.

In the beginning was the Word

The following tools were used in the production of this booklet:

- *LIBRE OFFICE*
- *GIMP*

The author is offered a template file that contains all the necessary settings (margin, footer with consecutive page number, gutter). This template can be filled with your

own content, exported as a PDF, and imported into GIMP (each page defined as its own layer). After that, all pages (minus page 1 to 3 and penultimate and last page) are to be exported as JPEG in GIMP.

After the login on the ARTSURPRISE back office website, a new series is suggested in the SUGGEST menu. Important data, such as title, statement and landing page, must be specified and the desired total number of pages must be specified. After saving the form content in the database and calling up the data record again, the Manage Pages link appears. Via this you reach a list with defined pages of your own book project. New pages can be created via the NEW BOOKPAGE link. When all pages have been

uploaded, a proof can be created using the Create a book (PDF) based on given pages link. This proof contains the pages already assembled. 8 pages of the booklet are mounted on each side. With 16 pages, two DINA4 pages are output (front and back in the printing process), with 32 pages, four DINA4 pages, etc. The author can change pages and produce new proofs at any time.

After accepting the book project, the information about the series no longer appears in the list in the SUGGEST menu, but in the PUBLISHED menu. As before, the author can customize the landing page, statement, and more, but he can no longer change the layout of the book.

All work related to the production of the physical copies of the book (printing, cutting, binding) as well as packaging and distribution are carried out by authorized persons of the ARTSURPRISE team.

As for all series in ARTSURPRISE, the same applies here: All boxes with content are offered directly by the artist himself. He is responsible for the content. Juan Petry as the artist of the social sculpture ARTSURPRISE only provides the infrastructure of the machines, the website and other suitable mechanisms to achieve the goal of ARTSURPRISE: generating attention for the artist and his work, and directing the attention to the artist.

A note on the layout

With the printing of this booklet, only a few design options are available. In particular, the choice of paper, printing process and binding will certainly be further optimized in the future. Please refer to the documents in the back office for updates after this booklet went to print and before it was revised. Certainly the requirements for the possible use of this technology to produce a multiple - and this is what this project represents - are very different if you want to publish comics or prose, even more if you want to publish individually designed artist books.
Therefore, the following information should not be understood as binding recipes! It is about raising

awareness of the topic itself. Hints and advice that might go into later editions of this book, especially at this point, are very welcome. An email is enough!

The choice of font...

This text is printed in BAHNSCHRIFT 10p.

This text is printed in BAHNSCHRIFT 9p.

This text is printed in BAHNSCHRIFT 8p.

This text is printed in BAHNSCHRIFT 7p.

This text is printed in BAHNSCHRIFT 6p.

This text is printed in BAHNSCHRIFT 5p.

This text is printed in ARIAL 7p.

This text is printed in CALIBRI LIGHT 7p.

This text is printed in CENTURY GOTHIC 7p.

This text is printed in COMIC SANS MS 7p.

This text is printed in COURIER NEW 7p.

This text is printed in IMPACT 7p.

This text is printed in INK FREE 7p.

This text is printed in LUCIDA CONSOLE 7p.

This text is printed in PALATINO LINOTYPE 7p.

This text is printed in TAHOMA 7p.

This text is printed in VERDANA 7p.

Font, letter spacing, paragraph formatting and line spacing,

everything is important and given the size of the booklets with less than 80 by 50 mm space for content, this choice is particularly important. Last but not least, the layout also determines the scope. In case of doubt, larger works must be divided into several series.
If 43 pages are no longer sufficient, please contact us directly before you start an extensive work!

A picture says more than 1000 words

Particular attention should be paid to the publication of drawings, photos or digital images.

At the time this booklet went to press, the quality of the print is - as you can see - mediocre. This is also

due to the choice of paper and the chosen printing process (here laser printer on 80g paper). As soon as alternatives can be offered, this will be published in the Back Office.

Photos are shown on the following two pages. The left side shows the photo imported into the LibreOffice template. The right picture shows the processing directly in GIMP.

Currently, a montage that goes beyond the bleed is not yet supported (but this is high on the 2do list!).

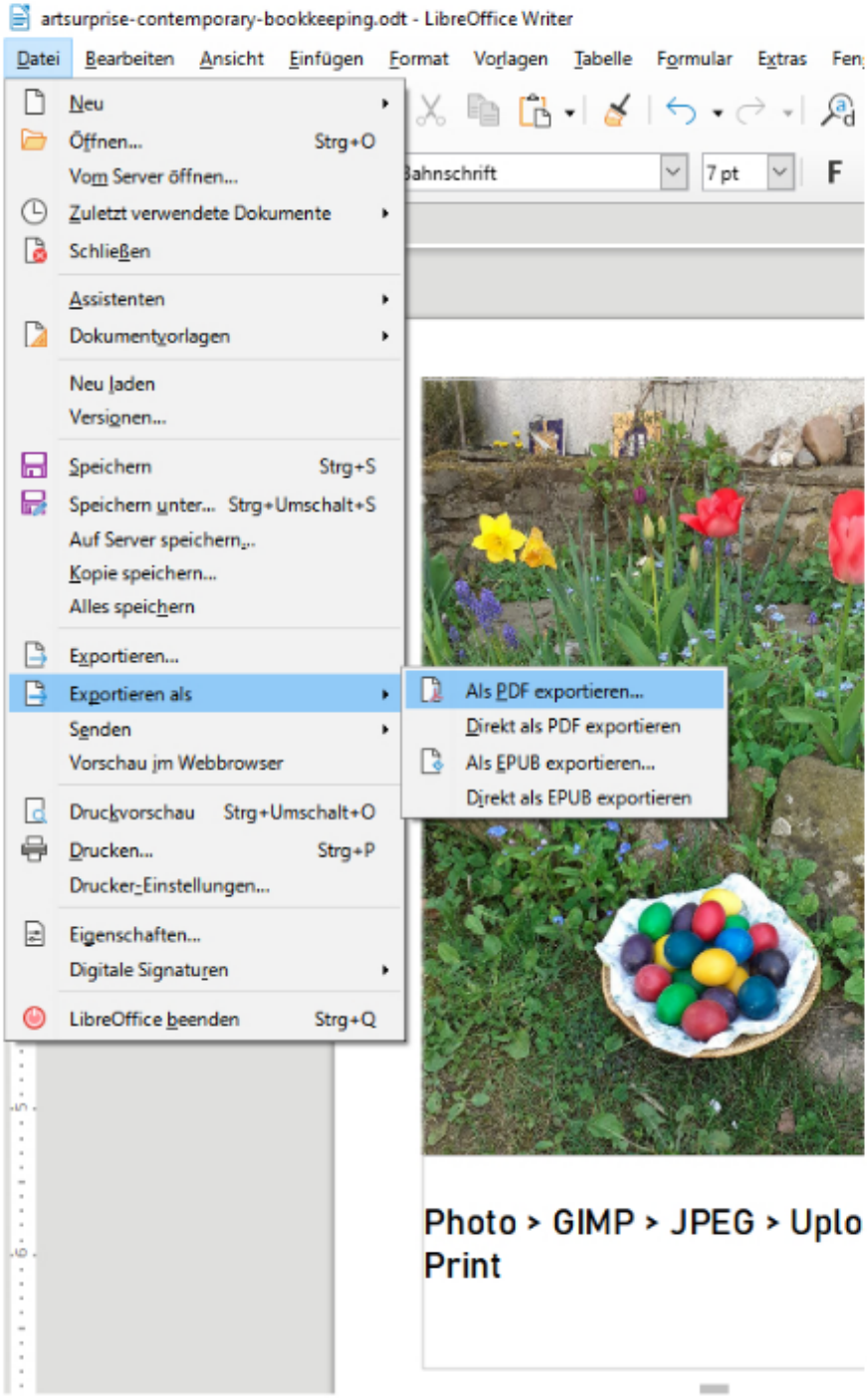
Photo > LibreOffice > PDF > GIMP > JPEG > Upload > Print

Photo > GIMP > JPEG > Upload > Print

There are a few peculiarities to consider when using LibreOffice and Gimp. Depending on the version and the operating system, the dialog windows may differ from those shown here. The essential aspect is to lose as little quality as possible in the entire process.

First select the Export as PDF. Choosing the right parameters for the export is important.

Set JPEG quality to 100%, turn OFF Lower image resolution and set DPI to 300.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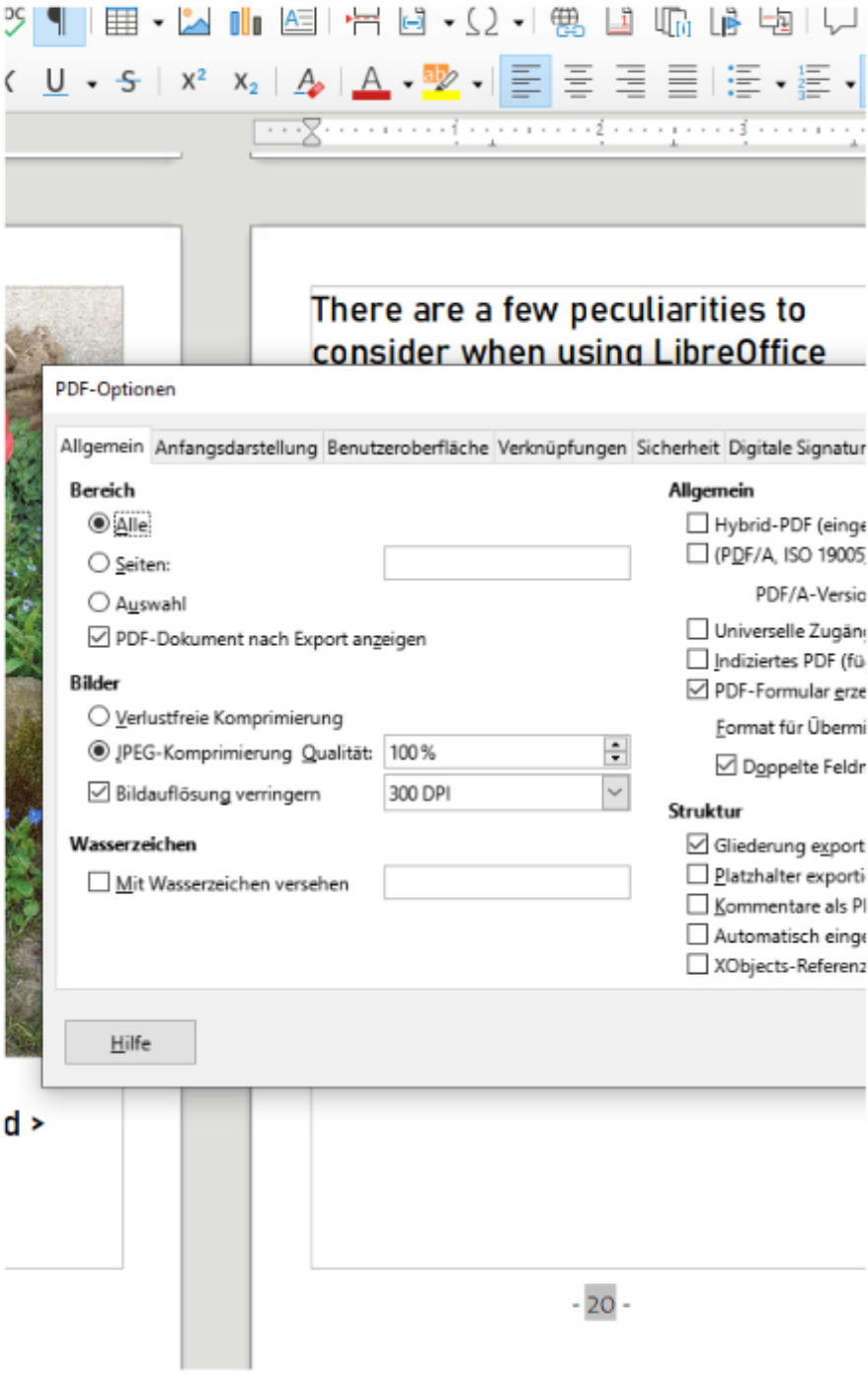
There are a few peculiarities to consider when using LibreOffice
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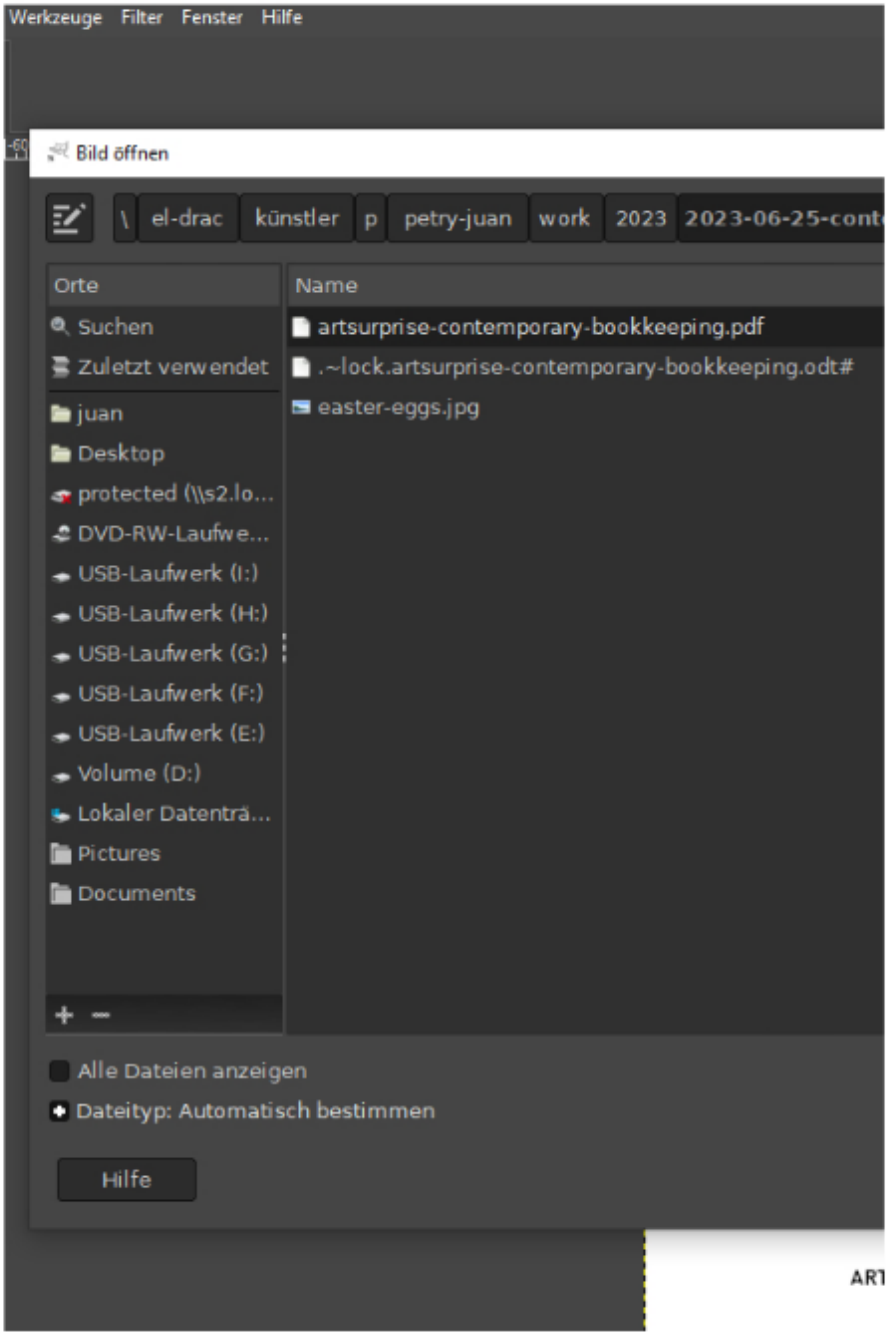
The generated PDF file is to be selected in Gimp. When importing, set the resolution to 300 DPI and after that reset the width to 593 pixels. Select the Open pages as layers in the setting. Otherwise the resolution selected is too low and the print template cannot be used!

If a workflow is faulty, this is not a big problem. If in doubt, the file can be re-exported from LibreOffice as a PDF and re-imported into GIMP.

After the import, all layers are to be exported individually as a JPEG with 300 dpi. It is advisable to include the title of the book and the page number in the file name. This makes it easier to upload afterwards in the ARTSURPRISE back office.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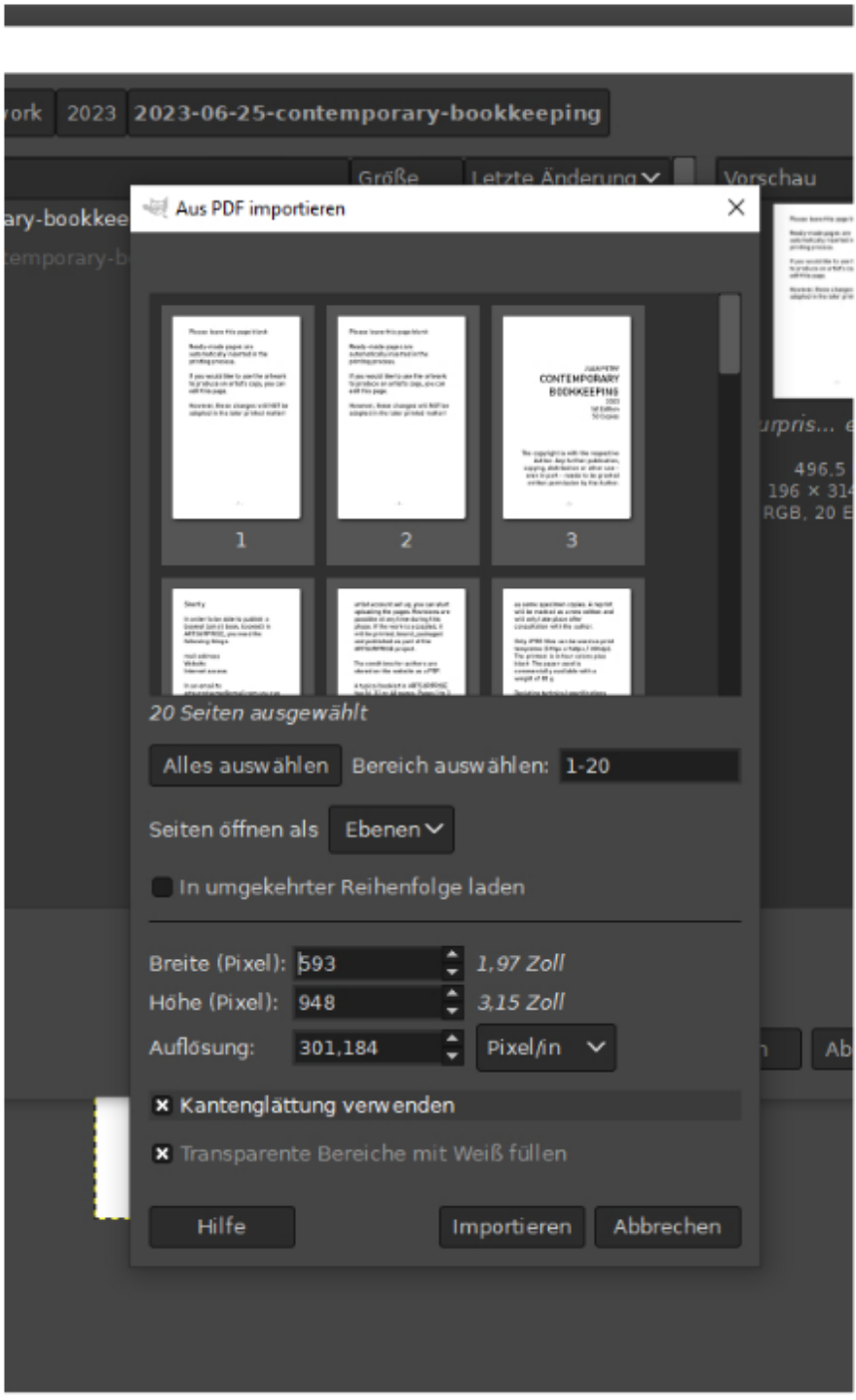
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Pixel/in
Kantenglättung verwenden
Transparente Bereiche mit Weiß füllen
Hilfe
Importieren
Abbrechen

A word about backup

Working intensively with the medium of books will be very time consuming for some people. Since the production is often spread over a longer period of time, a safe, efficient and easy-to-use backup of the data is an absolute MUST.

Uploading the book data to the ARTSURPRISE platform does not represent a secure data backup.

I advise you to purchase suitable hardware and, if in doubt, regularly save all the necessary files for your book project externally, perhaps even send them to a friend as a ZIP file. Data backup is only helpful if it takes place regularly (at least daily)!

LibreOffice

Gimp

Free Fonts

Theory about Fonts

Very nice animation about Fonts

Smithonian Artist Books Reseach

The links given refer to external content. The operators of the

websites themselves are responsible for the underlying content. Accessing these resources is at your own risk.

The end is my beginning

To end this booklet in the words of Tiziano Terzani, we would be pleased if reading this material will help you develop a liking for the idea of realizing your own book project in the social art project ARTSURPRISE. May it be useful on the way to achieving the goal of ARTSURPRISE: Your self-empowerment as a creative person, accompanied by generating attention for your art.

Today's contemporary art is part of tomorrow's culture. Your work is part of it.

Dedicated to all the friends in my life, enabling me to move on with CASAdelDRAGON, the artist residence in Spain and the social art out of the box: ARTSURPRISE.

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ARTSURPRISE EDITION