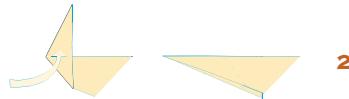


*Text, trade, and manual interior book design, jacket and cover design, catalog design, dummy, page layout, production, electronic composition and paging, templates, technical drawing, and project managing*

▶ **Selected Clients:**

Heyday, Berkeley, CA  
 New Village Press, Oakland, CA  
 Berrett-Koehler Publishers, San Francisco  
 ATD Fourth World Movement, U.S. & France  
 Independent Institute, Oakland, CA  
 Book Club of California, San Francisco  
 City College of San Francisco  
 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  
 HarperCollinsWest, San Francisco  
 Developmental Studies Center, Oakland, CA  
 Addison-Wesley/Pearson, San Francisco  
 Cornell University Press, Ithaca, NY  
 and many self-publishers . . .



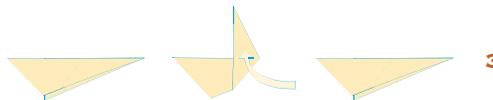
▼ **Other design and production**

BOOK CLUB OF CALIFORNIA, San Francisco.  
 Exhibition panel design, brochures, postcards, signs, schedules, poster, catalog.

JOSSEY-BASS, INC. San Francisco.  
*Leader to Leader*, quarterly journal: electronic paging, layout, and technical illustration.  
 Apex Award for Layout, 2006

ALTA BOOK CENTER, Burlingame, CA.  
 Teachers of English to Speakers of Other Languages catalog cover, brochure, poster, ad, form, stationery, and business card design

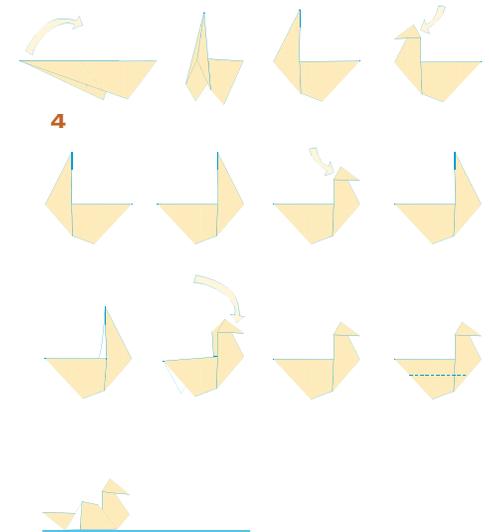
BOOKBUILDERS WEST, San Francisco.  
 Book Show award certificates, letterhead, postcards, signage, tote-bag logo, button, posters, catalog production managing.



◀ **In-house design and production**

DESIGN OFFICE, San Francisco. Page layout, full production managing, art direction, art tracking, design for textbooks, trade books, and corporate publications

▼ **Leigh  
 McLellan  
 Design**



[leigh@leighmcdesign.com](mailto:leigh@leighmcdesign.com)

<http://www.leighmcdesign.com>

415.681.9728

San Francisco, California

L E I G H

M C L E L L A N

D E S I G N

▲ *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 production staff.

I adapted my employers' designs to related publications, such as accompanying manuals, and supervised press preparation.

▶ *Desktop publishing services*

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

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

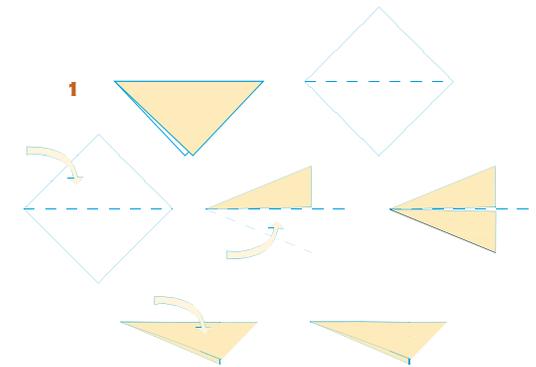
I can take the entire process from manuscript to printed book. In addition to my role as designer, I oversee copyediting, proofreading, indexing, printing, and binding.

I create original design, type specifications, sample pages, 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 complete 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.

I have also created three websites, including my portfolio at <http://www.leighmcdesign.com>

▼ *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, San Francisco: Book Show 2010, 2003; Scholarship Competition 2008–2010. *Awards* Apex Award for Layout (journal) 2006. Bookbuilders West Book Show 2013–2010, 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.