

Layout & Publishing Team – Project Brief

Your Role

You are the builders and organisers of *The Story of Us*.

Your job is to assemble all the writing, images, and design elements into a finished book that looks professional and reads smoothly from start to finish.

You'll decide how pages are arranged, how text and visuals fit together, and how the final version will be published — both digitally and, if possible, in print.

About the role. Try this AI prompt:

We're responsible for designing and publishing a student-made book on human evolution. What decisions do we need to make before we start the layout process?

Your Main Tasks

1. Plan the Book Structure

- Work with the Editorial Board to decide the order of chapters and sections.
- Map out how the book flows — introduction, species profiles, timelines, conclusion.
- Create a “page plan” showing roughly what goes on each page or spread.

2. Assemble the Pages

- Combine writing and visuals using digital layout tools such as **Book Creator**, **Canva**, or **Google Slides**.
- Make sure each page has a clear layout: headings, images, captions, and consistent spacing.
- Apply the **style guide** created by the Graphics & Design Team (fonts, colours, alignment).

3. Coordinate with Other Teams

- Check with the Writing Team about word length and formatting.
- Collect images, captions, and diagrams from the Design Team.
- Liaise with the Marketing Team for acknowledgements, sponsor logos, or end pages.

4. Proof and Prepare for Publishing

- Check for errors, layout breaks, or missing captions.
- Export test copies and gather feedback from the Editorial Board.
- Prepare the final digital and print-ready files (PDF or eBook format).

5. Research Publishing Options

- Investigate how to print or self-publish the book.
- Compare costs, print sizes, and binding options.
- Present 2–3 publishing options to the Editorial Board for a decision.

How You'll Use AI

AI is your *design planner and technical assistant*. It helps you organise, polish, and finalise the look and feel of the book.

1. Planning the Layout

“Suggest a logical chapter order for a student book about human evolution, including how text and images might be grouped.”

2. Page Design Ideas

“Show examples of clean, readable page layouts for a science book for ages 12–14.”

3. Formatting Help

“Explain how to make headings, captions, and text align neatly in a digital layout.”

4. Checking Consistency

“Review this sample page layout for balance and readability. What could make it clearer?”

5. Publishing Research

“List affordable self-publishing or printing services suitable for school projects, with short descriptions of their features.”

Remember:

AI can give you *ideas, templates, and solutions*, but you make the final design choices. Always check that the finished layout follows our agreed style guide and looks clean, professional, and readable.

Who You Work With

- **Writing Team:** for content, structure, and final text files.
- **Graphics & Design Team:** for images, diagrams, and style guide.
- **Editorial Board (Production Manager):** for deadlines and approvals.
- **Marketing Team:** for acknowledgements, credits, and promotional pages.

Key Idea

Your job is to turn everyone’s work into a polished, finished product. You decide how it looks on the page, how the reader moves through the story, and how the final book is shared with the world. You make it *feel real*.