

## **Design Writing Fellowship Book Proposal Template**

Applicants to the Design Writing Fellowship may use this proposal form if they do not have one of their own. It is adapted from the Bloomsbury Publishing (UK) submissions form.

The purpose of the proposal is to give the reader the best sense of what your book will be about and who it is for. The length will vary depending on the complexity of the project.

Please include the following elements in the proposal:

### **Rationale**

This is a description of what the book is and why you feel it is needed. It is also a good place to talk about why you want to write it. The rationale should be roughly 500 words but can be longer.

### **Market**

Please specify the target market for the book, what courses it might be used in and the level of readership. You can also specify possible secondary disciplines where the book could be used. If your book is intended to be used as a textbook, describe as precisely as possible those courses for which it might be required or recommended reading. If it will be an academic text or written for professional designers please include information about why these readers will be interested in your book.

If possible, please list what you think the three key selling points for your book might be.

### **Analysis of Competing Titles**

Please list any titles that are similar or would compete with your proposed book and include what you consider their strengths and weaknesses. If there aren't any titles that compete directly with your book, it is useful to state why and include mention books that might be similar but not direct competition.

### **Table of Contents List**

Please provide a proposed list of chapters and sub-sections within each chapter. The Table of Contents should provide enough detail to give the reader as sense of what will be included.

### **Writing Schedule**

When would you be able to send the full draft manuscript for review.

### **Artwork**

If artwork needs to be included, please specify type and number of images – i.e., halftones, line drawings - and whether you anticipate any permissions fees will need to be paid.

### **Biography**

Include a biography that addresses, in particular, those aspects of your professional experience that best position you to write this book.