



SUBJECT: GUIDELINE IN THE PRODUCTION OF COFFEE TABLE BOOK FOR PROTECTED AREAS

In order to standardize the production of coffee table books (CTB) for protected areas, this Technical Bulletin is hereby and circulated for the information and guidance of all concerned.

1) What is a coffee table book?

A **coffee table book** is an oversized, usually hard-covered book, which normal place is on a table in an area in which one would entertain guests and from which it can act to inspire conversation. It is also aimed at anyone who may opt for a light read. Its subject matter is predominantly non-fiction and pictorial (a photo-book) and its contents are more basic and with less jargon than other books. Its pages consist mainly of photographs and illustrations, accompanied by captions and small blocks of text, as opposed to long writings or stories.

A coffee table book relating to biodiversity conservation, such as protected areas should be a combination of nature photography and writings on natural landscapes or objects in natural landscapes.

2) What are the basic considerations in the production of CTB (the "book") for protected areas?

The following should be taken into consideration in the development and production of the book:

- 2.1 The protected areas that have been legislated and proclaimed under the NIPAS law, included in the Expanded NIPAS or E-NIPAS sites, and/or hold any international or regional recognition (i.e. World Heritage Site, ASEAN Heritage Park, UNESCO Man and Biosphere Reserve, Ramsar Site, East Asia Flyway Network Site, etc) shall be prioritize in the production of a coffee table book. Initial components with ecotourism significance may also be considered.
- 2.2 The book should be prepared in close coordination with the concerned Protected Area Management Board (PAMB).
- 2.3 The DENR logo and logotype must appear in the cover page and other parts of the book (i.e. items 3.1 [A, B, E & H] and 3.4). The logo must follow the color specifications provided in the DENR Identity Design System and Manual of Styles (DAO 2005-22 or its later editions).
- 2.4 The text of the book must be written using one MS Word font or typeface only (e.g Times New Roman). The font size of the title, main text and other parts of the book differs and should be based on the recommendation of the layout artist and/or publisher.

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- 2.5 The book should adopt a specific theme/concept which may focus on, but not necessarily be limited to, the following features:
- a. Interesting attributes or sites of special interest
 - b. Endemic/indigenous wildlife species found in the area
 - c. Livelihood opportunities
 - d. Ecotourism products, services and allowable activities
 - e. Best practices; provided, that featuring customary and traditional practices of Indigenous Peoples (IPs) and/or Indigenous Cultural Communities (ICCs) shall be subject to their free and prior informed consent (FPIC) in accordance with the Indigenous Peoples Rights Act of 1997 (RA 8371) and its implementing rules and regulations, where applicable.
- 2.6 The book should follow a storyline. The storyline is the plot and subplots of a story, the narrative threads of information, or a series of inter-connected, inter-related sentences to convey the selected concept/theme.
- 2.7 Only high quality, clear photos of at least 300 dots per inch (dpi) resolution must be used. Each photo to be used must have captions and photo credits.

3) What are the elements and parts of the book?

The elements and parts of the book include, but not necessarily limited to, the following:

3.1 Front Matter

The Front Matter, or preliminaries, is the first part of the book. It is usually the smallest section of a book in terms of the number of pages. The pages can be numbered in lower-case Roman numerals as guide in ensuring the proper sequencing and location of each page, but the numbering does not have to appear in the final product. The front matter includes the following:

- A. Cover Page – This is the protective covering used to bind together the pages of the book. It contains the title of the book written in capital letters, the name of the organization producing the book with each word in capital letter, where appropriate (i.e. Department of Environment and Natural Resources, Regional Office No.xx), and DENR logo. This information and logo must appear in both the front side and spine of the book.
- B. Inside Front Cover – This is the inner side of the cover page. It contains a brief description of the book and logos of the organizations/entities which contributed in the development and production of the book. The DENR logo should take the primary position on the leftmost side of the row. The page to the right or facing the inside front cover is left blank and reserved as a space for personalized notes or messages of the agency head/officer to intended recipients of the book.
- C. Half Title Page – This page contains only the title of the book as written in the cover page.
- D. Frontispiece – This is an informative illustration that immediately follows the half title page or precedes the full title page of the book.
- E. Full Title Page – This contains the title, the name and logo of the DENR, and the publisher of the book. The title must be written in capital letters as in the cover and half title pages.
- F. Foreword – This is a short message about or relating to the book by the highest official of the organization. It must bear the signature of the concerned official.

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- G. Colophon or Copyright Page – This page contains the copyright notice, edition and publication information, printing history, cataloguing data, legal notices, and the book's ISBN or identification number. Credits for the design, photos, and production including editing and illustration, if any, are listed on this page.
- H. Organization's Page – This contains the functional statement about the producer of the book (i.e. DENR) with its logo and vision, mission, and mandates. It may include the major objectives of the featured protected area.
- I. Table of Contents – This is the enumeration of the major contents of the book and corresponding page-location. The elements of front matter are not necessarily included in the table of contents.

3.2 Body Matter

The Body Matter is the group of pages that comprise the body of the book. It is the main textual and graphical portion of the book or the main content of the book. It tells the story that is supported by the photos, graphical presentations and/or illustrations for better appreciation of the reader.

The story may have several subplots or sub-stories about the featured protected area. The subplots can be separated from each other through a subtitle. The subtitle shall be the opening page of each subplot. It shall be written with the first letter of each word in capital letter, as appropriate. The pages of the body matter are numbered consecutively using Arabic numerals.

3.3 Back Matter or End Matter

The Back Matter or End Matter is the last part of the book. It may contain the following:

- A. Epilogue – This is the piece of writing, an original statement or a quotation from a literature relevant to the work which is usually used to bring closure to the book.
- B. Annex(es) – These are standalone documents that offer additional information about the featured protected area (e.g. list of wildlife species found in the PA; members of the Protected Area Management Board, etc.), but cannot be placed in the body of the book.
- C. References – This is a systematic list of the sources of information or materials that have been used or referred to during the development of the book. The reference list should be presented by subplots, as applicable. It must provide the: author/s or editor/; date of publication, which is usually enclosed in parenthesis; title of the book (if article, indicate the title of the article and the source-journal, newspaper, etc); place of publication; and, the name of the publisher. In referencing, the following should be observed:
 - i) Present the list in alphabetical order by the author's last name or surname. All co-authors should be cited, with the principal author to be cited first. Use the ampersand (&) instead of the word "and" (e.g. Lim, T.M.S. & Balete, D.S.). If there are no authors, alphabetize based on the first significant word in the title of the works;
 - ii) Use (n.d.) if no date is given;
 - iii) Include the page numbers of the used articles from journals, encyclopedia, chapters from edited books, etc. Use the abbreviation p. (for page) or pp. (for pages). The page numbers are usually in the last part of each citation;
 - iv) Use *italics* for the titles of books and journals. Capitalize only the first word of the title or subtitle and any proper names that are part of it.

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- D. Acknowledgement Page – This is the part of the book where citation is accorded to all the people, organizations, groups or entities that have contributed in the production of the book, as a way to give them due credit and to publicly express gratitude for their help and support. The Acknowledgement page includes the Book Team, which list is limited to the names of the people who worked for the production of the book.

3.4 Other Element

Dust jacket – This is a separate covering of the book. Its purpose is to prevent the book from being directly exposed to moist, dust and other particles that could damage its surface and thus, maintain the quality of the book for a longer period of time. Its surface should bear the title of the book (written in the same way as in the cover page [item 3.1.A]) and a carrier photo that can figuratively capture or describe the concept/theme of the book. A brief description of the book and logos of partners (item 3.1.B) should be reflected also on the dust jacket, particularly on the surface of the side to be folded inward. Its back side should have the DENR logo and contact details to be written as follows:

“For further information, visit or call:”

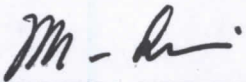
Name (concerned DENR Regional Office)
Postal Address
E-mail Address
Telephone Number
Fax Number

4) What are the printing specifications?

The following specifications should be followed in the production of the book:

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| 4.1 | Size: | 22.5 x 12 ¼ inches (spread)
11 x 12 ¼ inches (spread) |
| 4.2 | Stocks
Cover: | Chipboard 20 wrap with Imitlin cloth of black color with green foil stamping or any environment-friendly colors |
| | Inside: | Matte 140 or 160 gsm (100 lb text) |
| | End Paper: | Classic linen solar white, 120 gsm (80 lb book/text/offset) |
| 4.3 | Pages: | Not exceeding 200 pages, including photos, endpaper, and cover |
| 4.4 | Binding: | Hardbound Smythe sewn or section sewn |
| 4.5 | Colors: | 4 x 4 (full colors) |
| 4.6 | Dust jacket: | Matte, 175 gsm (65 lb cover) with matte lamination and gold stamping of the book title (front and spine) |

For the information and guidance of all concerned.


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Director