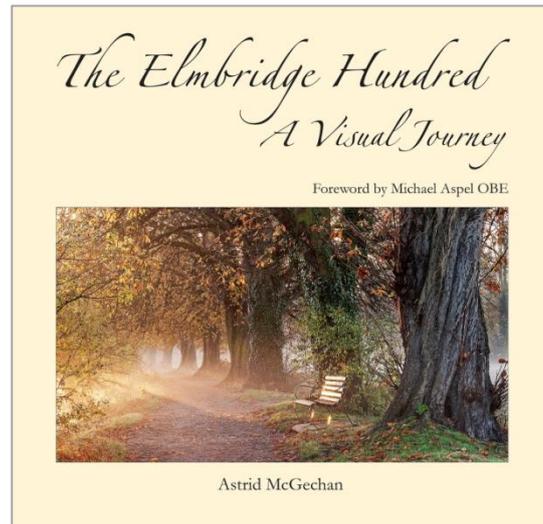


Astrid McGechan LRPS

Publishing A Book: A Mystery?



I am a landscape photographer based in Surrey. Since 2010, I have regularly exhibited my work in solo and group exhibitions in the UK and in Germany. In 2013, I was appointed Head of the Judging Panel of a corporate photography competition for a multinational client, headquartered in Beijing. My first book “The Elmbridge Hundred – A Visual Journey” was published in 2014. My photographs have been published in the UK and sold in the UK, Europe and US. I teach photography at the Riverhouse in Walton-on-Thames, Surrey and am a contributor of *Landscapes by Women*.

Publishing A Book: A Mystery?

No, it isn't a mystery. But practical advice is not that easy to come by.

When I was told that I should publish my own book as one way to progress my photographic development I was scared. Nevertheless, I started reading up on the process, on websites of photographers and publishers, in blogs, in photographic magazines and any other material I could lay my hands on. But despite a lot of helpful hints and tips, these resources lacked the specifics. Only after repeated assurances by the photographer, who gave me the idea for the book, that he would help me through the process, I decided to go ahead.

The journey was exciting, yet at times frustrating; it was rewarding, yet sometimes outright depressing. The help of my fellow photographer, who has many books to his name, was invaluable, but the most important aspect of it was that from day one he made me believe that I can do it, that my book project will be successful.

Looking back, I have learned some valuable lessons along the way. This lecture will take you on a journey through the whole process, from the conception of an idea, making and collating the photographs, to selling the first copy of the book. It is illustrated with images and other material from

my book "The Elmbridge Hundred – A Visual Journey". The lecture should appeal to all levels of photographers, irrespective of the preference of subject matter and whether or not they actually dream of publishing their own book or just want to get some insights into what is involved in producing one.

"Publishing" for the purpose of this lecture does not include the process via blurb or similar setups, which effectively fill the role of the traditional publisher for many aspects of making a book.

Structure of Lecture

The lecture is structured to fit in with the standard camera club format of 1.5 hours, with a break in the middle and time at the end for questions and round up.

Technical Equipment

I require a digital projector but will provide a laptop and laser pointer.

Fee

I currently charge a fee of £60 plus expenses, with mileage being claimed according to PAGB guidelines.

If you are interested in this lecture, please contact me with suggested dates and any other requirements you may have.

Astrid McGechan LRPS

Mobile 07958 96 52 33

Email: info@astridmcgechan.com

www.astridmcgechan.com