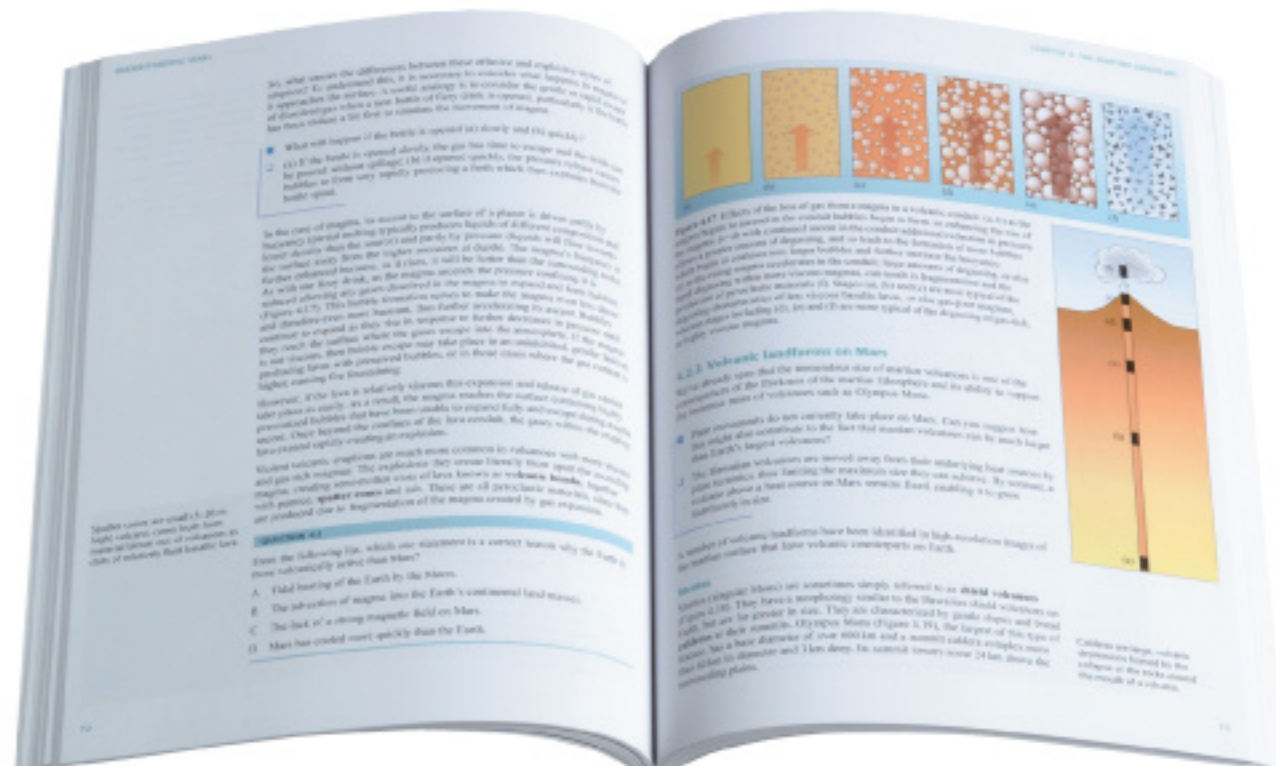


This category, also introduced as part of the Educational and Academic division, continued to attract a consistently high level of entries. It proved to be a tight contest, with some titles being let down by mixed paper stocks and poor blocking on the spine.

Understanding Mars, the eventual winner, clearly illustrated the importance of the choice of format and grid to the subject matter. The page layout was well constructed, the artwork attractive and clear; altogether a very pleasing educational book.



1. Understanding Mars

Author(s)/Editor(s): Iain Gilmour & Pamela Wardell

Publisher: The Open University

Designer (text): The Open University

Designer (jacket/cover): The Open University

Trim size: 264mm x 210mm

Extent: 176pp

ISBN: 0 74926 634 1

Typeset by: The Open University

Typefaces: Stone Sans, Times New Roman

Origination: The Alden Group Ltd

Printer/Binder: The Alden Group Ltd

Text paper: 115gsm Fineblade smooth

Supplier: Denmaur Papers

Print process: Litho

Jacket/cover printer: The Alden Group Ltd

Cover/jacket material: 280gsm Creto matt