GHANA BOOK STANDARDS

(eBOOKS)

2018

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1 INTRODUCTION

The Ghana Book Development Council (GBDC) was established in 1975 as an Agency under the Ministry of Education.

The objective of the Council is to ensure the development, publication and distribution of textbooks and other reading materials in Ghana to foster national development. To achieve this objective, GBDC is mandated as the National Agency for the planning, co-ordination, regulation and management of the activities of all groups and individuals in the book industry as contained in Gazette No. 65 of 1975 and the Ghana Book Development Agency (GBDA) Bill, 2018.

The GBDA Bill provides in section 3(f) that the GBDA is to "prescribe and enforce standards for the printing and publication of final book proofs by publishers and printers in the book industry in accordance with international best practice." Section 3(g) of the Bill also mandates the GBDA to ensure the removal of books that do not comply with the national standards from circulation.

The absence of standards currently has resulted in practitioners in the book industry adopting their own production standards and methods, which often do not conform to international standards. The establishment of the Book Industry Standards would therefore regulate the industry and make books produced in Ghana conform to both national and international standards.

The purpose of setting standards for eBooks in Ghana is to guide the book industry and make the production of electronic books conform to international standards.

2 SCOPE

This standard specifies minimum requirements to guide writers and publishers.

It covers:

      (i)   Language and Editing

      (ii)   Physical Features of an eBook

- Front Matter
- Main Text
- Back Matter

      (iii)   Design and Typography

In this document an ebook refers to the GBDC definition under clause 4 (Terms and Definitions).

3 ABBREVIATIONS/SYMBOLS

"	Inches
BMP	Bitmap
Copr or **©**	Copyright
DRM	Digital Rights Management
GIF	Graphics Interchange Format
ISBN	International Standard Book Number
ISO	International Standards Organisation
ISSN	International Standard Serial Number
JHS	Junior High School
JPEG	Joint Photographic Experts Group
PNG	Portable Network Graphics
PPI	Pixels Per Inch
Pt	Point (Type size)
RGB	Red Green Blue colour mode
SHS	Senior High School
SVG	Scalable Vector Graphics
UNESCO	United Nations Educational, Scientific and Cultural Organisation

4 TERMS AND DEFINITIONS

Back Matter

This includes general exercises, appendices/annexes, notes, glossary, bibliography/ references and index which can be found after the main text.

Caption/Legend

A brief description accompanying an illustration.

Copyright Notice

A statement of terms and conditions of protection and usage. It has three parts:

(i)   the copyright symbol © or Copr; copyright owner

(ii)   year of first publication

(iii)   the term "All Rights Reserved".

eBook

The eBook has been variously defined as follows:

(i)   A book that is read on a computer or any other electronic device.

(ii)   A work of fiction or non-fiction in an electronic format.

(iii)   A book composed in or converted to digital format for display and read on a computer screen or hand-held device.

(iv)   A book that is used on a computer, eReader or other electronic devices.

GBDC Definition:

A book that can be read or used on an electronic device such as a computer, eReader, tablet, smart phone, etc.

ePub

An eBook file format which can be read on compliant electronic devices.

Front Matter

The Front Matter precedes the Main Text and includes the title of the book (full and half), name of author(s), copyright statement, preface or foreword, as the case may be.

Internal Cover

The cover artwork within the eBook.

Keywords

These are words used to indicate the content of the book. Keywords facilitate easy search and are an essential part of eBooks.

Main Text

This is the text between the Front Matter and Back Matter.

Marketing Cover

This refers to the thumbnail (miniature) of the cover displayed when someone browses or searches in an eBook retailer's store.

Metadata

These are words and phrases that describe the book and the author, and consist of basic things such as title, author's name, author's bio, publication date, etc.

Real-Time

Of or relating to computer systems that update information at the same rate it is received.

Register

A specialised language for a particular situation or group of people.

Thumbnail

A miniature version of the eBook cover.

Real-Time

Of or relating to computer systems that update information at the same rate it is received.

Register

A specialised language for a particular situation or group of people.

5 WRITING AND EDITING

5.1 Language

The following orthographies shall be used by writers and editors:

(i) **British** or **American English Orthography** – For the pre-tertiary level only British orthography shall be used; however, at the tertiary level, either British or American English shall be used consistently.

(ii) **Local Language** – Shall conform to the current local orthography.

(iii) **French** and **Other Foreign Languages** – Shall conform to standard orthography.

5.2 Editing

British English shall be used consistently at the pre-tertiary level. Allowance may be made for local standard variations of English in works of fiction. Local words shall be consistently put in quotation marks or italics.

The following should also be considered:

(i) **Spelling** – There shall be consistency with the chosen orthography.

(ii) **Register** – Words and terminologies shall be used in their proper context e.g. in medicine: syringes, stethoscope, post-mortem, etc.

(iii) **Idiomatic expressions** – These shall be quoted correctly, e.g. "Survival of the fittest" and not "Survival of the fitters", "Much ado about nothing" and not "Much I do about nothing", etc.

(iv) **Local words/phrases** – These may be used, e.g. "akwaaba", "ayekoo", etc.

(v) **Slang/Pidgin** – Words and expressions in slang/pidgin may be used, e.g. "Today be today", "A dey go come", "I dey oo", etc.

6 PHYSICAL FEATURES OF AN eBOOK

Most eBooks are published in standard ePub format. There are two types of eBook layouts, namely reflowable (standard eBook) and fixed.

The reflowable version uses real-time flowable text. There is no set pagination with a standard eBook because the number of words displayed per page can change based on user settings and the screen size of the particular device. The font size, for instance, can be adjusted to fit reader preferences. This format is ideal for text-based books and books with small images embedded in the text.

Fixed layout is like the digital version of typesetting; the fonts are embedded and the exact placement of visual elements is determined by the publisher. Readers, therefore, cannot resize text, change margins, spacing, and fonts. The content (images, text, tables, etc.) will not "flow" across the page, though most devices will allow the reader to zoom in and out.

Fixed layout is recommended for books that rely heavily on design elements or large illustrations/photos such as textbooks, children's books, comics, cookbooks, etc.

6.1   Features of an eBook

The following are the basic features of an eBook:
(i)   Cover
(ii)   Front Matter
(iii)   Main Text
(iv)   Back Matter

6.1.1 Cover

There are two types: Marketing Cover and Internal Cover.

(i)   **Marketing Cover**

The recommended minimum format is a portrait image of 1688 pixels on the shorter side and 2700 pixels on the longer side with 300 ppi. All images shall be in RGB mode.

(ii)   **Internal Cover**

The recommended minimum format is a portrait image of 1400 pixels on the shorter side and 2100 pixels on the longer side with 300 ppi. All images shall be in RGB mode.

6.1.1.1 Composition of Cover

The cover should be attractive and consist of the following:

(i)   Title (Main and Sub-titles)

(ii)   Name of Author(s) or Editor(s)

(iii)   Name of Publisher (optional)

(iv)   Edition (optional)

(v)   Name of Illustrator(s) (optional)

(vi)   Publisher's Logo (optional).

6.1.2 Front Matter

This can consist of the following:

(i)   **Title Page (optional)**

- Main title (without any punctuation to separate them)
- Sub-title
- Author and translator – placed either above or below the title
- Editor
- Illustrator
- Publisher
- Publisher's logo (optional)
- Place and year of publication (optional).

(ii) **Copyright Page**

It can be placed early in the eBook, typically after the cover or title page or at the back.

This page shall have the following:

- Copyright symbol © or abbreviation "Copr".
- Year of first publication
- Copyright owner
- The term, "All Rights Reserved"
- Year of subsequent editions

- Publisher's details
- Name of the publishing house and supporting agencies
- Postal address
- Telephone number (optional)
- E-mail address (optional)
- Website (optional)
- Illustrator (where applicable)
- International Standard Book Number (ISBN). An eBook shall have an ISBN, comprising numbers separated by a space or a hyphen:
  ISBN 978 9988 4 8765 3 or

  ISBN 978-9988-4-8765-3

  Each version of a book shall have its unique ISBN.

- International Standard Serial Number (ISSN): This comprises numbers separated by a space or a hyphen:

  ISSN 0855-4730 or

  ISSN 0855 4730

  A fundamental difference between the two systems/numbers is that the stem of the ISBN identifies the publisher whereas the ISSN contains no publisher identifier. ISSN shall be assigned to only periodicals or serials.

- Designer (where applicable)
- Typesetter (where applicable)
- Country of publication (optional).

(iii) **Dedication (Optional)**

Where applicable, it shall begin with "To", "For" or "Dedicated to" followed by name of person(s) to whom the book is dedicated.

(iv) **Table of Contents (Optional)**

This lists the parts or chapters along with their relevant page numbers. The parts or chapter headings shall be consistent with the ones in the main text.

Table of Contents is not essential for reflowable versions. However, chapters and headers in reflowable versions shall be styled to aid the use of the built-in navigation function of any reader app or device.

(v) **List of Illustrations (Optional)**

This is applicable to fixed layout versions. It shall comprise tables, maps, photos, figures, diagrams, etc., and their relevant page numbers.

(vi) **Foreword (Optional)**

It is a short introduction to a book and shall be written by a person other than the author, whose name shall appear underneath.

(vii) **Preface (Optional)**

This shall be written by the author explaining the rationale for writing the book. The author's name shall appear underneath.

(viii) **Acknowledgements (Optional)**

This should be the author's appreciation of all persons/institutions/organisations that helped directly or indirectly in the publication of the book.

(ix) **Introduction (Optional)**

This text introduces the overall concept and use of the book. It shall be related to the main text or research method used (where applicable).

(x) **List of Abbreviations/Acronyms (Optional)**

This shall list in alphabetical order the shortened forms of words and phrases and their meanings.

(xi) **Terms and Definitions**

This is a list of technical words or phrases peculiar to a subject area. The words or phrases shall be arranged in alphabetical order and explained.

(xii) **List of Contributors (Optional)**

This shall list the names of writers who contributed to the writing of the book, along with their designations and disciplines (where applicable).

(xiii) **Prologue (Optional)**

An opening or introduction that gives background details of the narrative. This shall precede the Main Text.

6.1.3 Main Text

The Main Text shall follow the Front Matter and shall consist of the following:

(i) *Headings* – These comprise chapter titles and numbers/sub-headings/units/sections, etc. Chapter titles shall be relevant to the text following them. For easy navigation, headings shall be styled properly to reflect the levels of headings e.g. Heading 1, Heading 2, etc.

(ii) *Headers* and *Footers* – These can be page numbers and running heads placed at the top or bottom of the page. These are not supported in reflowable versions.

- *Page Numbers* – There shall be consistency in the placement and size of the numbers. The numbers shall be legible. Ideally the numbers should start appearing after the contents page.

- *Running Heads* – The type/font size shall be smaller than the font size used for the main text.

(iii) *Footnotes* and *Endnotes* – These shall clarify information and/or cite the source, linked by corresponding numeral in the text. Footnotes shall be placed at the bottom of the page. Endnotes shall be placed at the end of the chapter or at the end of the book. Footnotes and Endnotes are not supported in reflowable versions.

(iv) *Illustrations* – These shall be well referenced or placed very close to where they are referred. For reflowable versions images should be in GIF, BMP, JPEG, non-transparent PNG or SVG. All images shall be in RGB mode, edited and sized outside before insertion into the manuscript. The images can be centred, flushed left or right. Text shall not be wrapped around images.

(v) Tables and Figures – These shall be numbered consecutively e.g. 1, 2, 3, etc. Tables shall have headings and Figures shall have captions/legends.

(vi) *Scaling of Images* – Below is the chart for the recommended minimum standards for the scaling of images in body text:

Display size	Width x Height (in)	PPI	Width x Height (pixels)	Total Pixels (Megapixels)
Full Page	4" by 6"	300	1200 x 1800	2.16
¾ Page	4" by 4.5"	300	1200 x 1350	1.62
½ Page	4" by 3"	300	1200 x 900	1.08
¼ Page	2" by 3"	300	600 x 900	0.54
Small	2" by 1.5"	300	600 x 450	0.27

(vii) *Captions/Legends* – These shall be legible.

6.1.3.1 Special Note about Reflowable Version

For reflowable versions the following apply:

(i) *Page Numbers* – Page numbers shall not be inserted into the document. These will be ignored during the conversion process, and could potentially cause conversion errors.

(ii) *Superscripts and Subscripts* – These shall not be used, as they will cause extra leading.

(iii) *Maths/Science/Technical Formulae* – When used, these shall conform to ISO standards. Illustrations such as tables, charts, schemas, maps as well as science/technical and maths formulae shall be converted to images (GIF) and inserted into the document. Tables shall be in portrait rather than landscape mode to make them fit on the page.

(iv) *Symbols and Fractions* – The use of symbols shall be restricted to what is within the font family of the text. If it is necessary to use a symbol outside the font family, convert to GIF.

Fractions shall be kept in #/# format (e.g. 1/4).

6.1.4 Back Matter

The Back Matter should be arranged in the following order, as applicable:

(i)   ***General Exercises*** – These shall be top-up activities for the reader.

(ii)   ***Annexes/Appendices*** – These comprise answers, tables, figures, reports, data, etc., that supplement information in the Main Text. The elements shall be designated by capital letters: A, B, C etc.

(iii)   ***Notes*** – These shall explain in brief difficult issues in the text.

(iv)   ***Glossary*** – It shall be an alphabetical listing of unfamiliar words and their meanings.

(v)   ***Bibliography/References*** – It is an alphabetical listing of sources consulted in the writing of the book. It shall have the following: name of author or editor, year of publication, title, place of publication and name of publisher. Consistency in referencing style shall be adhered to.

(vi)   ***Index*** – An eBook need not have an Index because retrieval of information does not depend on page numbers. "Find function" can play this role.

(vii)   ***Suggested Answers*** – When used, these shall list the answers to the exercises/questions in the book.

6.1.5 Placement of Items of Front Matter, Main Text and Back Matter

FRONT MATTER (PRELIMINARIES)	
Book half title	i
Series title, list of contributors, frontispiece or blank	ii
Title page	iii
Copyright notice, publisher's agencies, printing history, country where printed, ISBN, CIP	iv
Dedication (or epigraph)	v
Blank	vi
(Table of) Contents	v or vii
(List of) Illustrations	recto or verso
(List of) Tables	recto or verso
Foreword	recto or verso
Preface	recto or verso
Acknowledgements (if not part of preface)	recto or verso
Introduction (if not part of text)	recto or verso
(List of) Abbreviations or chronology	recto or verso
Prologue	recto
MAIN TEXT	
First text page (introduction or Chapter 1)	1 or
Second book half title or first part title	1 Blank 2
First text page	3
BACK MATTER	
Epilogue	recto or verso
Appendix(es)	recto or verso
Notes	recto or verso
Glossary	recto or verso
Bibliography	recto or verso
(List of) Contributors	recto or verso
Index(es)	recto or verso

Source: Adapted from *Chicago Manual of Style (14th Edition).*

7 DESIGN AND TYPOGRAPHY

The design and typography of an eBook refer to the arrangement of the elements of the page. A good design should capture the interest of the reader and ensure that the arrangement of these elements enhances readability and aesthetics.

In designing an ebook, the following should be considered:

(i)   *Margins* – eBook margins should be the same on all sides of the page. A margin of 1.27cm (0.5") all around is recommended. This will prevent text loss when using a small reading device.

(ii)   *Leading* – This is another word for line spacing and is measured in points. This should be reasonable and shall not be less than 2 points.

(iii)   *Typeface/Font* – The standard of measurement of font size is in points (pt). The relevant choice will depend on the target readership. For children's books, the font size shall be bigger but be marginally reduced as the reader advances.

The recommended font size per level for fixed layout versions is demonstrated below:

Level	Size
Nursery to Primary 2	18 pt
Primary 3 & Primary 4	16 pt
Primary 5 & Primary 6	14 pt
Junior High School	12 pt
Post-Basic level	12 pt

● Up to Primary 6, all typefaces/fonts shall be Sans Serif using an open and simplified 'ɑ' and 'g'. Suitable typeface/font may include Gill Sans Infant, Century Gothic, Helvetica Infant, Comic Sans, Sassoon Primary and New House Infant. These fonts are particularly useful for Nursery, Kindergarten and Primary because of good simplified letter forms.

- From JHS onwards, typeface/font may be Sans Serif or Serif according to the discretion of the publisher. Examples of suitable and acceptable Serif typefaces/fonts are Century Schoolbook, Garamond, Palatino, Times New Roman, etc.

For reflowable versions the following fonts are recommended: Times New Roman, Arial, Garamond or Courier New. Bolding, italicising, underlining, and strike-through are all supported.

Very large or very small font sizes shall not be used. A font size of 12 pt for body text and 14 to 18 pt for chapter headings are recommended.

To type in upper case, use Caps Lock; the "All Caps" command shall not be used. For small caps, type all letters in capitals and reduce the font size for the text area that should appear in small caps. The "Small Caps" command shall not be used.

(iv) **Colour** – Colour plays an important role in the design and impact of an eBook. Objects are recognised more easily when the colours reflect what is seen in the physical. Generally, when objects are coloured differently, it can cause cognitive dissonance that the viewer must resolve. The colour chosen shall be realistic, natural to the object and culturally relevant. All colours shall be in RGB mode.

The following guidelines are therefore recommended:

- Nursery to Primary 6   – Full colour
- JHS to SHS Science books   – Full colour
- Atlases   – Full colour

8 ADDITIONAL INFORMATION

8.1 Metadata

This shall include the following:

Document/book title, subtitle (if any), author, author's title/designation, author's bio data, series, size/format, folios, typeface (size/leading), binding (stitch/ perfect/sewing), cover, illustrations, illustrator's name, copyright (owner & year), year of publication, place of publication, publisher, ISBN, price, category/genre, target market, age range, territories (for the sale), DRM, language, edition, annotation/synopsis, rights available, keywords, contact details (of publisher).

8.2 Keywords

These are words used to indicate the content of the book. Keywords facilitate easy search and are an essential part of eBooks.

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