



**Writing & Illustrating for Children
MASTERCLASS**

**Saturday, 7 June 2008,
9.00 a.m. - 6.15 p.m.**

National Library (Level 5), 100 Victoria Street

This year, participants will see the return of a masterclass that was a success in 2007.

The masterclass provides an excellent networking opportunity for those who want to establish themselves in the children's book industry and for those just starting to enter the rewarding and fascinating world of children's book writing and illustrating.

You will get the opportunity to spend the day getting invaluable tips and guidance from internationally acclaimed author, editor, art director and literary agent.

Speakers include:

Joyce Dunbar

Joyce Dunbar was born in Lincolnshire and has an English degree from Goldsmiths' College, London. She has written over seventy books for children. These include picture books for a range of ages, a series of short funny novels and a longer novel called *Mundo And The Weatherchild* which was runner up for The Guardian children's fiction award in 1986. Her books are translated into many languages, including Japanese, Zulu and Hebrew. She also wrote the *Mouse And Mole Stories* which have been animated for television. Joyce regularly visits schools as an author and teaches on creative writing courses on the Greek island of Skyros and elsewhere. She is currently a Writing Fellow of the Royal Literary Fund at the University of East Anglia and is working on a book for adults.

Laurent Linn

Laurent Linn, Art Director for Simon & Schuster Books For Young Readers, began his career as a puppet designer in Jim Henson's Muppet Workshop. With the Muppets for 11 years, he became the Creative Director for Sesame Street, winning an Emmy Award. Laurent illustrates; reviews over one hundred books a year as a member of the Children's Book Awards Committee at Bank Street College in New York; and collaborates with noted editors, authors, and illustrators on picture books, middle-grade books, and teen novels at S&S.

Mark McVeigh

After two post-graduate years spent working in Paris, Mark studied at the NYU School of Education and received a Master's of Early Childhood Education. After teaching sixth grade in Brooklyn, New York, Mark began his publishing career at *Golden Books*. In the years since, he has worked at *Scholastic*, *Random House*, *HarperCollins*, and *Dutton Children's Books*. Mark has had the good fortune to work with Maurice Sendak, Else Minarik, Gregory Maguire, and Donald Sobol. Mark is currently the Editorial Director of *Aladdin Paperbacks* at *Simon and Schuster Books for Young Readers*.

Edward Necarsulmer IV

Born and raised in New York, Edward earned a BA in Philosophy from Denison University. After a stint on the floor of the New York Stock Exchange, he began his career in publishing as an intern at Random House Books for Young Readers. Edward then moved to the agency side, working briefly at Sterling Lord Literistic before becoming an assistant agent at *Curtis Brown, Ltd.* In 2004, Edward became the Director of the Children's Department at *McIntosh & Otis, Inc.* where he now represents a diverse list of *Newbery and Caldecott Award* winners, as well as some of the most promising new talent in the field.

To register, please go to <http://www.bookcouncil.sg/acwicregn.htm>

Fee: S\$80 (includes lunch and tea breaks)

An official event of the:



Organised by:



About Media Development Authority of Singapore (MDA)

The Media Development Authority of Singapore (MDA) was formed on 1 January 2003 to champion Media 21, a blueprint to transform Singapore into a global media city. Media 21 seeks to create a vibrant media environment by establishing Singapore as a media exchange, exporting Made-by-Singapore content, internationalising local media companies, nurturing local media talent and developing digital media. More information on MDA can be found on www.mda.gov.sg.

About the National Book Development Council of Singapore (NBDCS)

The National Book Development Council of Singapore (The Book Council) is a non-profit umbrella organisation committed to addressing the needs of publishers, book suppliers, libraries as well as the reading and literary communities. Founded in 1969, it has in the last three decades set the stage for a vibrant literary arts community in Singapore. The Book Council has now set its sights on energizing publishers, writers and related professionals with the objective of developing Singapore into an International centre for writers and publishers of Asian content.

About the First -Time Writers & Illustrators Publishing Initiative (FTWIPI)

The First -Time Writers & Illustrators Publishing Initiative is an Initiative by the Media Development Authority (MDA) and the National Book Development Council of Singapore (NBDCS) to nurture talents in the publishing industry. The Initiative is targeted at assisting the publication of new works by unpublished local writers and/or illustrators.

About the Asian Children's Writers & Illustrators Conference (ACWIC)

The Writing & Illustrating for Children Masterclass is held in conjunction with the Asian Children's Writers & Illustrators Conference (ACWIC). For more information, please go to <http://www.bookcouncil.sg/acwic.htm>

Disclaimer:

All information is correct at the time of dissemination. The organisers reserve the right to change speakers, session times, date and price and other details as necessary. At all times, participants are responsible for their own conduct, actions and consequences.

PROGRAMME

8.15am	Registration
8.55am	Welcome Address
9.00am	<p>SPEAKER: JOYCE DUNBAR SPINNING YOUR STRAW INTO GOLD - THE ART OF TRANSFORMATION Shape and form, word and image. Problem solving in Picture Books.</p> <p>This will involve looking at some of Joyce's books: <i>Shoe Baby, Moonbird, The Monster Who Ate Darkness, Oddly.</i></p> <p>We will also look at image, theme, primary emotion, setting, language, structure.</p>
10.30am	Tea Break
11.00 am	<p>SPEAKER: MARK MCVEIGH a) FROM SUBMISSION TO ACQUISITION Learn to stand out and escape the slush by shaping your submission to meet a house's needs. Discuss protocol, things to avoid, basic timeline, and more with an Editorial Director.</p> <p>b) WHAT MAKES A GOOD MANUSCRIPT FROM THE EDITOR'S POINT OF VIEW? We will look at how different structures work for different age groups and genre for e.g. picture books versus books for older readers</p>
12.30pm	Lunch Break
1.30 pm	<p>SPEAKER : LAURENT LINN</p> <p>a) BOOK CREATION: WHAT EVERY ILLUSTRATOR SHOULD KNOW In this workshop, we'll explore:</p> <ul style="list-style-type: none">- behind the scenes at a major American publisher- the process of how books are created, from start to finish- how illustrators are found, selected, and hired- who has the final say on how books are designed, and what the cover looks like <p>b) ANATOMY OF THE PICTURE BOOK In this workshop, we'll explore:</p> <ul style="list-style-type: none">- what exactly a picture book is- six different popular genres of picture books- how illustrators can make their books unique and be true to their vision- how picture books are paced visually- how various art styles can be more appropriate for certain types of stories
3.30 pm	<p>SPEAKERS: MARK McVEIGH & LAURENT LINN HOW AN ART DIRECTOR & EDITOR WORK TOGETHER</p>
4.00 pm	Tea Break
4.30 pm	<p>SPEAKER: EDWARD NECARSULMER IV</p> <p>a) WRITING A GREAT QUERY LETTER A query letter about you and your manuscript must say it all and say it well. Learn from a top agent how to craft a query that catches a contract. (45 mins)</p> <p>b) A BOOK FROM START TO FINISH Hear how an agent and client work together step by step to guide a book from manuscript to publication. What can you do to make the process go smoothly?</p>
6.00 pm	Panel Session / Q&A
6.15 pm	End of programme