

Picture Book Masterclass  
25 April 2009, Sat, 9.00am – 6.00pm  
Grand Park City Hall Hotel, 10 Coleman St

FEATURING:

Sally Rippin



**Sally Rippin** was born in Darwin but grew up mainly in South-East Asia. As an adult she spent three years in China studying traditional Chinese painting before moving to France with her family for three years. Now Sally lives in Melbourne where she writes and illustrates for children of all ages. Sally has had over twenty children's books published including two novels for Young Adults. Currently she is teaching Writing for Children at RMIT University and is a mentor for the Australian Society of Authors.

[www.sallyrippin.com](http://www.sallyrippin.com)



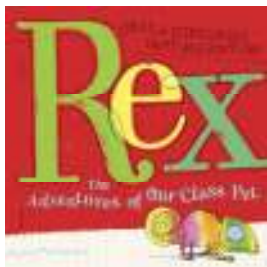
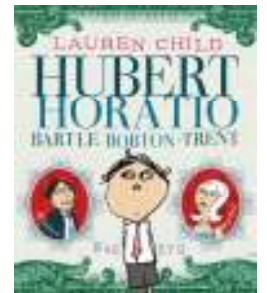
David Mackintosh



**David Mackintosh** is an art director, graphic designer, and illustrator. His first published book was a version of The Emperor's New Clothes by HC Andersen (Jam Roll Press, 1993) and was shortlisted for Children's Book of the Year for Sharon Keep Your Hair On by Gillian Rubinstein (Random House). He was art director of an art and lifestyle photographic books publisher, picture book designer for Hodder Children's Books (now Hachette) and has been freelance since 2004 working for publishers including Hachette, Penguin, Puffin, Random House and Harper Collins. Collaborating with illustrators and photographers, his book designs have won numerous awards internationally.

As a designer and illustrator he has worked in theatre, advertising, and television, most recently working as design consultant on the Bafta award-winning animated series Charlie and Lola (Tigeraspect Productions).

[www.davidmackintosh.co.uk](http://www.davidmackintosh.co.uk)



## Clive Newman



Clive Newman has worked in the publishing industry in Australia for many years. His responsibilities as Manager of Sales, Marketing and Distribution with Fremantle Press in Western Australia include the assessment of market potential within the general trade and specialist outlets of titles in the annual publishing program, determining with the publishing team the format in which individual titles will be published, and the co-ordination of marketing and promotional campaigns. He has a particular interest in publications for junior and adolescent readers.



[www.fremantlepress.com.au](http://www.fremantlepress.com.au)

## PROGRAMME

**Saturday, 25 April 2009 | 9.00am – 6.00pm @ Grand Ballroom, Level 2, Grand Park City Hall Hotel**

9.00am	<b>SALLY RIPPIN</b> <ul style="list-style-type: none"><li>▪ <b>Creating themes, plot and characters</b></li></ul>
10.00am	Tea Break
10.30am	<b>SALLY RIPPIN</b> <ul style="list-style-type: none"><li>▪ <b>Researching and developing your story</b></li><li>▪ <b>Spinning a series</b></li></ul>
11.30am	<b>DAVID MACKINTOSH</b> <ul style="list-style-type: none"><li>▪ <b>Flat Out: Designing your Picture Book</b></li></ul>
12.30pm	Lunch
2.00pm	<b>DAVID MACKINTOSH</b> <ul style="list-style-type: none"><li>▪ <b>A Picture Book: Inside, Out and into the Gutter</b></li></ul>
3.00pm	<b>CLIVE NEWMAN</b> <ul style="list-style-type: none"><li>▪ <b>Presenting &amp; publishing your story</b></li></ul>
4.00pm	Tea Break
4.30pm	<b>CLIVE NEWMAN</b> <ul style="list-style-type: none"><li>▪ <b>Promoting children's picture books and merchandising</b></li></ul>
5.30pm	<b>Panel Session / Q&amp;A: All speakers</b>
6.00pm	End

## WHO WILL BENEFIT

Librarians, publishers, book sellers, book distributors, library suppliers, literary agents, writers, illustrators, teachers and parents.

## **REGISTRATION**

### **DATE and TIME**

Saturday, 25 April 09, 9.00am to 6.00pm

### **VENUE**

Grand Ballroom, Level 2, Grand Park City Hall Hotel, 10 Coleman St.

### **COURSE FEE**

S\$85nett per person

Inclusive of tea breaks and lunch.

Payment is to be made in Singapore Dollars, by cheque or bank draft, payable to "NBDCS".

Fees paid are non-refundable but transferable. Requests for substitution must be made latest by 17 Apr 09.

### **MAILING ADDRESS**

National Book Development Council of Singapore

50 Geylang East Avenue 1, Singapore 389777

W: <http://www.bookcouncil.sg> E: [info@bookcouncil.sg](mailto:info@bookcouncil.sg)

T: +65 6848 8290

F: +65 67429466

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### **Picture Book Masterclass 25 April 2009**

**Particulars of Applicant** (Fax your application to us at 6742 9466 or email at [info@bookcouncil.sg](mailto:info@bookcouncil.sg))

Name of Applicant: \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address (for invoicing): \_\_\_\_\_

Contact person (for invoicing if not the same as above): \_\_\_\_\_

Contact's Email Address: \_\_\_\_\_

Tel No: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

#### **Note:**

We will send you a confirmation via email upon receipt of your registration. If you do not receive any confirmation within 5 working days, please check if you have successfully submitted your registration to ensure your seat/participation in the workshop.

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