To: Production Team

From: Carina Clayton, Editor

Date: August 11, 2025

Subject: Manuscript Transmittal, *Laugh Out Loud Puns, Jokes, and Riddles for Kids*, Rob Elliot

Dear Ms. Wallace,

Attached, please find the completed manuscript for Rob Elliot's *Laugh Out Loud Puns, Jokes, and Riddles for Kids*. The text has been thoroughly evaluated and edited for spelling, readability, and suitability for age level, including sensitivity review. Regarding grammar and special considerations, the manuscript has already been vetted, and we do not wish to make changes to the text. We have chosen to disregard conventional CMS style guides in favor of an audience of children and for the joke to be successful.

At this stage of the process, we are finalizing the style and design options. With our target production date looming next month, these elements will be settled within the next two weeks to allow time to review the mockups prior to being sent to the printers.

This particular book is targeted towards children ages 9-12. As such, the font and design choices will be reflective of that age group. Still developing their reading skills, the font needs to be clear and engaging, and inclusive of readers with dyslexia or other learning differences. We have decided to use the Dyslexie font to make this book more accessible to our readers.

The design styles will be silly and playful with the intention of drawing these readers in, while durable enough to withstand various environments. We intend to use matte paper for the pages, as the manuscript will be more text-heavy than photo-heavy, and the matte paper is resistant to fingerprints and smudges, which is perfect for children and would allow for longevity.

As a text-heavy project geared towards children, we need to incorporate fun details to break up the text. We have organized the manuscript into five distinct sections and have crafted a Table of Contents that allows the reader to quickly identify each joke by type. The fore-edge will have a design element (modeled after some of the animal jokes), and each page will include child-like doodles in the margins. The cover design (front and back matter) will correspond with these details. The back matter will contain several of the best jokes/puns, and needs to include a photo and blurb of Rob Elliot. We have enlisted the talents of the in-house designer for this project, using *Lots of Things to Doodle* by Simon Tudhope and Krysia Ellis as inspiration. We do not want to detract from the jokes, so the doodles would be minimal on each of the pages.

The finished product will contain approximately 70-75 pages and be 6" by 9" in a portrait orientation. With the inside margins measuring 0.375" and the outside margins measuring at least 0.25", we do not wish to incorporate bleed, to prevent details from being cut during the manufacturing process.

If you have feedback or questions, please do not hesitate to contact me at your earliest convenience.

Regards,

Carina Clayton, Editor