

# Member Spotlight

## JOY CHU



*Got story?* That is, a 3-to-5 page, fully copyedited manuscript?

What are the next steps? How will your book evolve into a masterpiece? Choosing the right illustrator can increase its marketability. Teaming your text with a well-known artist can boost sales. Weaving together a stunning package — integrating

art plus text to the highest production standards to create a quality page-turner that's enticing to read, touch, and behold — can seem like a daunting task.

Not for Joy Chu. She's an art director, book and print publications designer, a creative consultant, and a blogger. Her career began straight out of college as a design trainee for Knopf, a division of Random House. Later, after several years as senior designer at Holt, she decided to leave the long working hours of publishing behind and start over in San Diego. She soon discovered that Harcourt's trade division was also setting up roots in San Diego, and Chu became its art director. Publishing followed her instead.

An art director's responsibility in publishing "is to see the big picture, in terms of creating and producing the book," states Chu. "Be supportive. Deliver what's expected on time, and within budget."

After several years, she started her own free lance business, Joy Chu Designs in Carlsbad, CA. Chu has worked with over 20 book publishers, on more than 1,000 books. She's collaborated with award-winning artists, such as Ed Young, Gerald McDermott, Chris Demarest, Barry Moser, and many others.

Chu's work has also been cited by the American Institute of Graphic Arts (AIGA); the Society of Children's Book Writers & Illustrators (SCBWI); the American Library Association (ALA); Bookbuilders West; the National Book Awards, Print, Step-by-Step, and Publisher's Weekly magazines.

### *By Grace Nall*

She is also an instructor at UCSD Extension (Illustrating Books for Children, ART 40011). Chu administers a blog, "The Got Story Countdown," which sprang from her UCSD classes, and is now frequented by picture book creators, reviewers, and industry colleagues. The ongoing theme is collaboration." Visit her blog: [www.gotstorycountdown.com](http://www.gotstorycountdown.com).

### Q & A

#### **Q. What are three things we should know about you?**

A: (1) I love working with talented people who are open to exchanging ideas and being stimulated; (2) I think stories told with humor deliver best; (3) Approach each day with an open mind. Then, you'll always learn something new.

#### **Q: As an art director, how do you collaborate with illustrators?**

A: I've always felt that my singular goal as an art director is to bring out the best in every illustrator. That means treating each artist differently because they are all unique. Some require minimal guidance. Others require technical assistance. This can involve anything from pacing and consistency to guidance on type placement and styling, relative to composition; from the best colors for 4-color printing to paper selection and requirements for art preparation, traditional or digital.