White Paper

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What is it?

Lulu (http://www.lulu.com) is a website designed to help individuals edit and publish their work. It is not a publisher, but a digital market place that allows people a creative outlet for all types of written work. Lulu is a way to eliminate the traditional barriers faced with a publisher.

Lulu provides an individual with all the tools needed to successfully create and sell their personal work. This website provides many ways to prepare your work. In the editing stage, you can request as much or as little help that you may need. The staff at Lulu will review your work and provide you with specific feedback. This resource also allows you to format your writing. Again, depending on the level of your specific needs, you will be offered suggestions on how to best arrange your work. You are able to choose from a variety of fonts, determine how and where chapter headings are placed, choose from several template layouts, and more. Once these stages have been complete, Lulu offers book covers for your work. You are able to choose from several different cover design options. Lulu's designers create a custom cover for your book with your help.

When your book is complete, Lulu aids you in distributing and selling your work. You have many different options on how you can begin promoting your book. For a fee, Lulu is able to create a website that is matched to your book and its content. If you are in need of a book review, Lulu provides that service for a fee as well. You are even able to inform libraries of your newly published book with the help of Lulu. If you want to go beyond the small sales, Lulu allows you to expand your vending. They provide you with the tools need to sell your material globally.

Lulu also offers free marketing services. You are able to sell your book through a 'Mini-Storefront' widget. This option allows you to sell your material directly from a Facebook account or other personal page. If you decide to go globally, you can have your book added to the Google search application. Lulu has an online store as well. You are able to promote your material to other buyers.

This website can be used by teachers as well. Students are able to create their own work, individually or as a class. 'Books by You' guides students through their writing. It gives them questions to answer about the setting, the characters, the plot, and more. 'Aspiring Authors' is a way for the whole class to get involved. The teacher can sign up his/her class up to

experience the whole process real authors go through. Students are motivated to walk away with their own published book. If comic books are more your style, Lulu provides you the tools needed to create your own comic book.

Cost

Lulu's prices vary depending on the services you may need. For no cost, you can create a digital piece of work. You upload your manuscript, photos, and then format your work. Once these steps are complete, you can begin publishing and selling your work.

When the work is ready for publication, Lulu offers a variety of packages for individuals who may not be as experienced. You may also customize your package according to your specific needs. Below are just a few of the fees involved with Lulu's services.

Lulu aids you in determining a price for your product. To ensure you are receiving a profitable price, they offer you a cost calculator that looks at the quality of paper you chose, the book type, if you used color, what size you chose, the binding used, as well as the number of pages in your product.

Cost calculator:

Paper
Standard

Book Type
Hardcover

Color
Color

Size
8.25 x 10.75 (8.25" x 10.75")

Binding
Casewrap

Number of Pages   100

Quantity   1

Currency
US Dollars ($)

Calculate

Manufacturing cost: $38.00

This product is manufactured in the U.S. Shipping rates will be high for customers outside of the U.S.

Service	Price	Includes
Digital Creation	Free	Service includes: - Uploading your work - Uploading photos or digital files - Use of the formatting tools - Choose the binding, size, and cover art for your book
Publishing Pack + Text Formatting	$500	Service includes: - 5 book interior layout templates to select from: Correction of extra white space, paragraph indents, mixed fonts, incorrect use of dashes, headers and footers, numbering - You'll receive a PDF as well as a Word version of your formatted manuscript. (Interior page design specifically for a book with no images.)

Publishing Pack + Light Formatting	$550	Service includes: - 5 book interior layout templates to select from: Correction of extra white space, paragraph indents, mixed fonts, incorrect use of dashes, headers and footers, numbering - Placement of a maximum of ten images - You'll receive a PDF as well as a Word version of your formatted manuscript. (Interior page design ideal for books with 10 images or less.)
Publishing Pack + Kids' Book Formatting	$650	Service includes: - Custom formatting tailored to the unique content of your book: Correction of extra white space, paragraph indents, mixed fonts, incorrect use of dashes, headers and footers, numbering - Unlimited use of images - Up to 75 pages - You'll receive a PDF of your formatted manuscript. (Custom design for books with unlimited images, 75 pages or less.)
Publishing Pack + Heavy Formatting	$800	Service includes: - Custom formatting tailored to the unique content of your book: Correction of extra white space, paragraph indents, mixed fonts, incorrect use of dashes, headers and footers, numbering - Unlimited use of images - For more than 75 pages - You'll receive a PDF of your formatted manuscript. (Custom design for books with unlimited images and pages.)

(Cost information from www.lulu.com)

Relating to Special Education

Lulu is an excellent source for students with special needs. It helps inspire their creativity, motivates them, provides a tangible final product, breaks away from the traditional paper/pencil approach, and enhances what the students already know.

Completing the same task over and over can cause an individual to put forth less than they have to offer. When students are required to write to a given topic, revise it, and create a final written work sample, their creativity can dissipate. Lulu brings back that creativity they have. It gives them something new to look forward to. They are still required to use the same tools to complete a writing assignment; however it is delivered in a new and exciting way.

Students with learning disabilities have experienced failure too many times. When it comes to motivation, they have little due to the repeated failure they have encountered. It can be difficult to get them to buy in to an educational assignment. Lulu can bring back that motivation. It is a different and unique way to create a writing assignment. Lulu guides students through the writing process. They can feel confident about their writing skills and be successful.

Many times students are required to complete an assignment, but their final product is redundant. It may always end with a typed copy of their story or a neatly written one. Lulu

provides a different approach to the final step in the writing process. Students are able to walk away with something tangible; a book of their own.

The traditional paper/pencil approach to writing can be challenging and frustrating for students with a learning disability in written expression. They have so many creative and novel ideas; however it can be difficult for them to write them down. Lulu helps guide their ideas and offers a distinctive way to write. A student's story can be typed and the sent to the editors of Lulu. They provide assistance with any grammatical errors. The students can focus on their creative ideas instead of the written rules to writing or their handwriting.

Capitalization, punctuation, and grammar are key components to writing. Many students know these rules, but may become careless and not always apply them. Lulu reinforces students to use them. The editors at Lulu provide feedback in these areas continuously. Students are forced to use the knowledge they have. Someone is constantly checking their work.

NETS Standards

NETS 2a: Students understand the ethical, cultural, and societal issues related to technology.

Lulu allows students to identify these issues in relation to technology. It helps them to identify how these issues support collaboration. Students work with editors at Lulu to complete their work. They are given feedback and use it to improve their writing. Students also learn how to become personally productive. Lulu is a self-paced way of writing. There are no deadlines required in order to successfully complete their assignment. It is up to them to finalize their work. Lulu also provides unique opportunities to students with disabilities. Students are able to recognize the benefits it gives them instead of preventing success.

NETS 2c: Students develop positive attitudes toward technology uses that support lifelong learning, collaboration, personal pursuits, and productivity.

Students need to understand the benefits of technology in order to best use it. Lulu aids them in this discovery. It demonstrates ways students are able to improve their communication through use of the editing process. It supports the achievement of their personal goals. Students can set goals to accomplish along they way, such as meeting their timeline.

NETS 3a: Students use technology tools to enhance learning, increase productivity, and promote creativity.

Lulu requires prerequisite skills of the computer in order to begin. Students must know how to navigate within a word processor and use the basic tool bars. These skills are being continuously reinforced while working with Lulu. At times, spreadsheets and presentations may be required to include in their documents.

NETS 4b: Students use a variety of media and formats to communicate information and ideas effectively to multiple audiences.

When students use Lulu, they are using a variety of media and formats to create and edit their products. They use the internet for the guidance of completing their writing, a word processor to create their work, and email to submit it and receive feedback. Once the students have their final product, they can promote it within Lulu reaching a variety of audiences.

Environmental Factors

Although Lulu is a great educational experience, there are environmental factors that can interfere with that positive encounter. Students and teacher must have full access to computers and the internet. Each student is working at a different pace and can be at a separate place in their writing process. Because of this situation, every student needs access to a computer. This can be challenging. Most classrooms are only provided two computers at the most. When there are 25 students to a classroom, it can be difficult to complete individual assignments in Lulu.
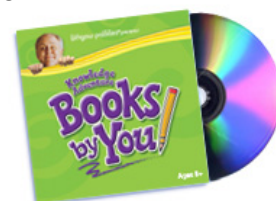
Funding is also factor that needs to be considered prior to implementing. The cost of Lulu is expensive. Some schools may not be able to offer the funding to support this class project. Parents may not be as willing or able to offer a donation as well. It may be up to the teacher to find ways to raise money. This can take some time and may not be obtainable.
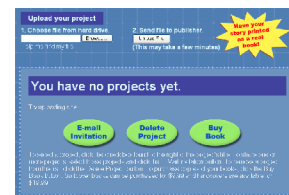
How to Use Lulu

- The video trailer gives you an overview of how to get started and how the process works for creating a children's book.
  http://www.knowledgeadventure.com/booksbyyou/

- You then need to purchase the software that guides students through the story process. It helps them choose a story line and improve their ideas. They can add pictures, design a cover and dedicate the book to someone.
  http://shop.knowledgeadventure.com/Products/Knowledge-Adventure-Books-by-You__20237.aspx

- Once your project is complete, this site allows you to upload it and email to the publisher.
  http://www.knowledgeadventure.com/booksbyyou/print/page2.aspx

- A few examples of books created by individual students, classrooms, and whole schools.
  - Individual student's work http://www.lulu.com/content/874431
  - Classroom http://www.lulu.com/content/2182972 ,
    http://www.lulu.com/content/2095820
  - A school year book http://www.lulu.com/content/910268

Benefits and Drawbacks

Benefits	Drawbacks
Students are able to create school yearbooks – students learn how to insert pictures, use a variety of fonts, and create layouts/templates	It is costly
Students can learn about their community or other areas of study that are concentrated within the book	Each student needs access to a computer at all times to complete their work
Students can research another language and promote bilingual activities (supports English Language Learners/ELL)	Students must have prior computer knowledge and the skills to publish their work (ie. how to operate an email account)
Promotes collaboration among students to create a single piece of work	

Conclusion

       Lulu offers assistance to individuals who are inspiring to edit and publish their work. Their services range according to your needs and price. With Lulu, you are able to create a product, publish it, set the cost, and begin marketing it all from one website. It can be helpful in promoting classroom collaboration among students, however it is costly. Anyone with basic computer knowledge is able to use their services.