

# Bookmaking 101



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2017 annual edition no 2

Kevin Laundroche

**You have a Story to tell !**

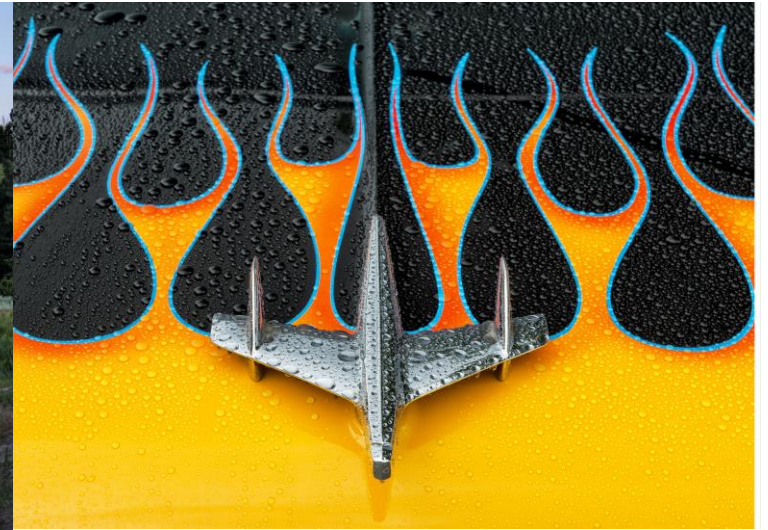
Person



Place



Thing





Animal



Vegetable



Mineral





Monochrome



Color



Abstract



Technique



For the first half the of presentation examples will be from [www.mixbook.com](http://www.mixbook.com)

In the section “its all about the Details” I’ve added some additional pages from a couple of books I published from Blurb illustrate some of the details I like to incorporate into my photo books.

# Let's make a book

What resources will I need?

- All the images that you have been shooting with your camera
1. A collection of a years worth of work
  2. Concept work like abstract photos, Infra-red, monochrome, people, places and things.....etc.
  3. A computer with your stored images and a connection to the internet

What resources will I need?

- You will need to pick a publishing company that suits your needs
- Mixbook is a good starting publisher for first time users that are not familiar with doing layout design

Mixbook\*

Shutterfly\*

Blurb\*

Lulu

Picaboo

Snapfish

Apple photo book

Amazon

Nations Photo Lab

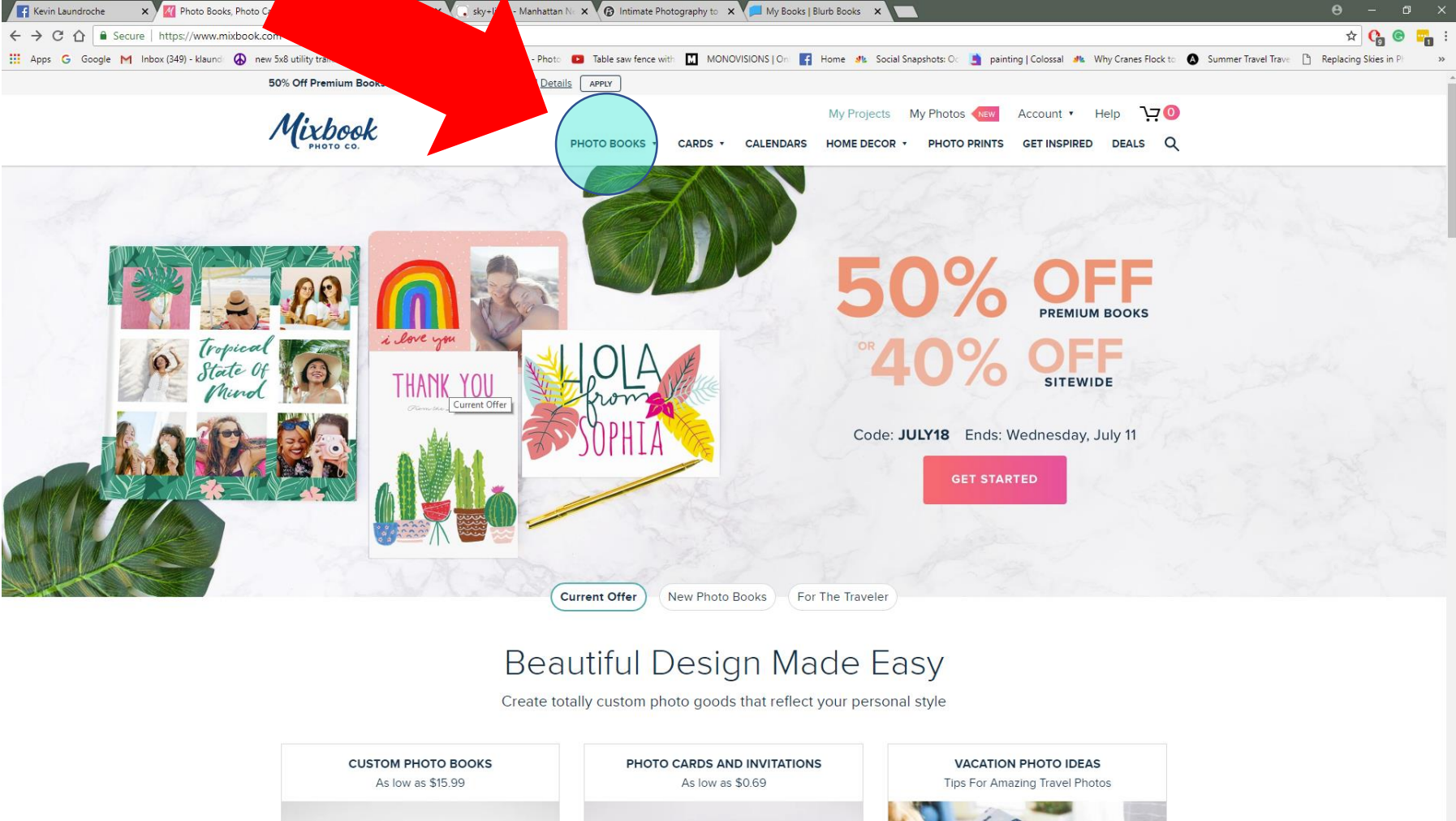
Book Baby

Pint Size Productions\*

\* The best companies reviewed by Cnet 7/6/15



Click on the photo books tab to get started



The screenshot shows the Mixbook website homepage. A red arrow points to the 'PHOTO BOOKS' tab in the navigation menu. The main banner features a 50% OFF Premium Books promotion, with a 'GET STARTED' button. Below the banner, the text reads 'Beautiful Design Made Easy' and 'Create totally custom photo goods that reflect your personal style'. Three product categories are highlighted: Custom Photo Books (As low as \$15.99), Photo Cards and Invitations (As low as \$0.69), and Vacation Photo Ideas (Tips For Amazing Travel Photos).

Kevin Lauroche x Photo Books, Photo Co. x sky-H x Manhattan N x Intimate Photography to x My Books | Blurb Books x

Secure | https://www.mixbook.com

50% Off Premium Books Details APPLY

Mixbook PHOTO CO.

My Projects My Photos NEW Account Help 0

PHOTO BOOKS CARDS CALENDARS HOME DECOR PHOTO PRINTS GET INSPIRED DEALS Q

50% OFF PREMIUM BOOKS OR 40% OFF SITEWIDE

Code: JULY18 Ends: Wednesday, July 11

GET STARTED

Current Offer New Photo Books For The Traveler

Beautiful Design Made Easy

Create totally custom photo goods that reflect your personal style

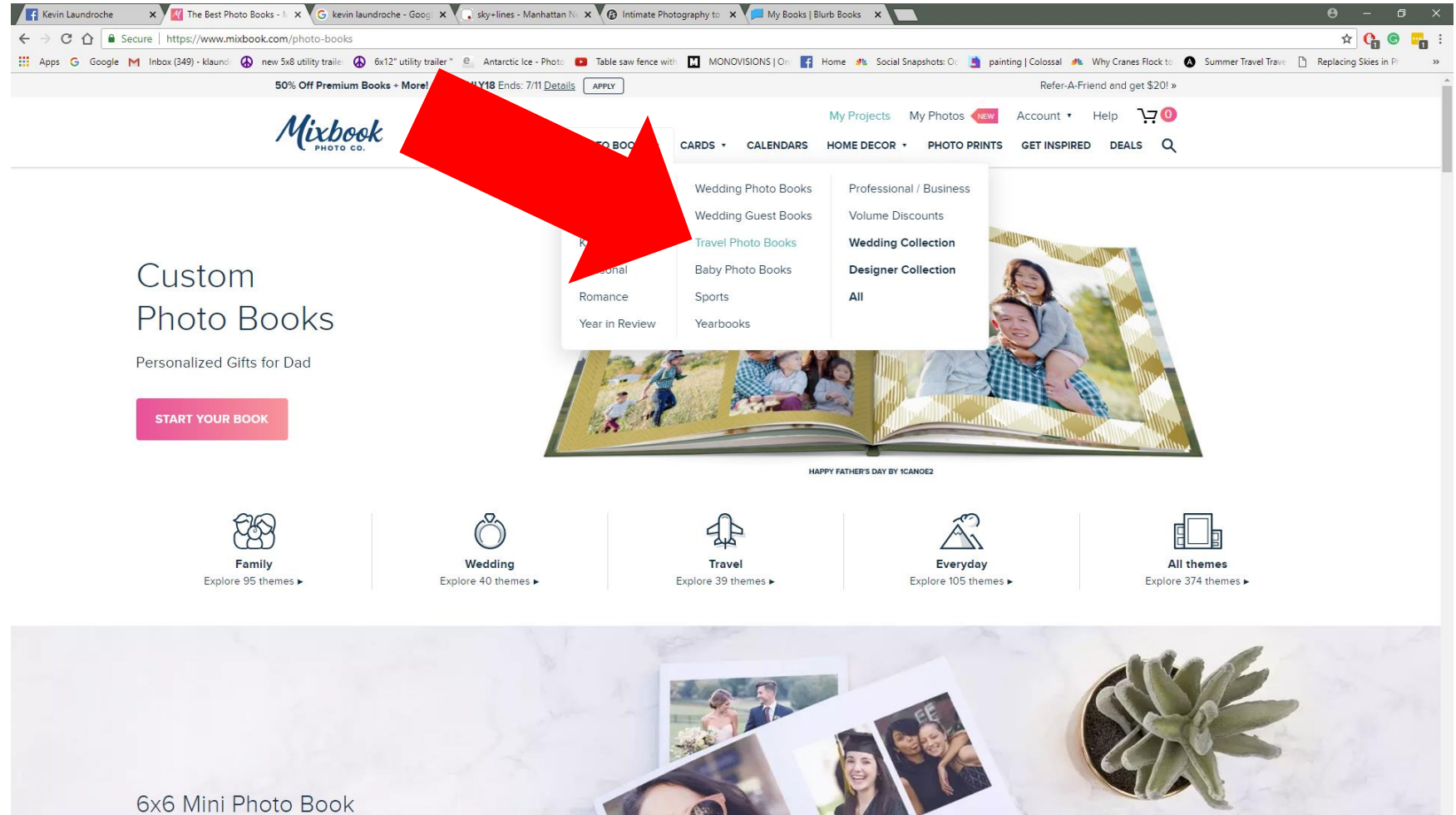
CUSTOM PHOTO BOOKS As low as \$15.99

PHOTO CARDS AND INVITATIONS As low as \$0.69

VACATION PHOTO IDEAS Tips For Amazing Travel Photos

You just might want to select the “Travel Photo Books” tab

Note: my selections are only an example. You can choose what fits the book you want. However, this is how I would build my first book to get the experience of designing a book from a black page.



There are about a **Billion** template selections for travel books, but I encourage you to use the tab for start a Blank book!

The screenshot shows the Mixbook website's 'Travel Photo Books' section. The page features a navigation bar with a search bar and a 'START A BLANK BOOK' button highlighted in teal. A large red arrow points to this button. Below the navigation, there are filters for 'BOOK SHAPE' and 'SORT BY: All Designs'. A list of categories is on the left, with 'Travel Photo Books (43)' selected. The main content area displays a grid of photo book templates, including 'Full Photo Photo Book', 'Multi Photo Layout Photo Book', 'Modern Travels Photo Book', 'Europe Travel Photo Book', 'A Magical Adventure Photo Book', and 'Black Multi Photo Layout Photo Book'. A descriptive paragraph at the bottom left reads: 'Preserve great memories of your travel adventures with personalized travel photo books that showcase your favorite pictures in beautifully designed photo books. Mixbook's travel-themed photo books capture your vacation in all its stunning glory.'



# Your image should be the most important object on a page.

The basic reason why I choose to make a blank book is I do not want a clever background competing with my images.

All the fancy backgrounds compete for the eye gaze. It's a visual distraction to the images you spent so much time on getting just right. The same goes for fancy stickers or typefaces that distract from the image.

# Travel Photo Books

Starting at \$15.99

Fully customizable designs.  
[Learn More](#) or browse the themes below.

BOOK SHAPE:

SORT BY: All Designs

START A BLANK BOOK

- All (394)
- Everyday (111)
- Family (105)
- Kids (40)
- Seasonal (37)
- Romance (14)
- Year in Review (15)
- Wedding Photo Books (44)
- Wedding Guest Books (15)
- Travel Photo Books (43)
- Baby Photo Books (29)
- Sports (12)
- Yearbooks (41)
- Professional / Business (24)

Preserve great memories of your travel adventures with personalized travel [photo books](#) that showcase your favorite pictures in beautifully designed photo books. Mixbook's travel-themed photo books capture your vacation in all its stunning glory.



Full Photo Photo Book



Multi Photo Layout Photo Book

SQUARE

PORTRAIT

LANDSCAPE

You can change size and cover options any time before purchase

modern travels Photo Book



Europe Travel Photo Book



A Magical Adventure Photo Book



Black Multi Photo Layout Photo Book



Note: my selections are only an example. You can choose what fits the book you want. Square, portrait, or landscape.

Whoa! That's a lot of money.....but in the end on a 80 to 100 page book the price per image is about \$1.20 an image! I believe that is a Great Deal!

Kevin Laundroche x Photo Books, Photo Card x kevin laundroche - Goog x sky+lines - Manhattan N x Intimate Photography to x My Books | Blurp Books x

Secure | https://www.mixbook.com/everyday-photo-books/blank-canvas-10?ipid=68&ptid=97

50% Off Premium Books + More! Code: JULY18 Ends: 7/11 Details APPLY Refer-A-Friend and get \$20! »

Mixbook PHOTO CO.

My Projects My Photos **NEW** Account Help

PHOTO BOOKS CARDS CALENDARS HOME DECOR PHOTO PRINTS GET INSPIRED DEALS

Home / Photo Books / Everyday Photo Books / Blank Canvas

**Blank Canvas**  
Customizable photo book, as low as \$15.99

SHAPE:

LANDSCAPE SQUARE PORTRAIT

Square Photo Book  
12 inch x 12 inch  
Matte Hardcover

\$69.99 **START A BOOK**

QUICK PREVIEW

Refer Friends, Get \$20 Off

**Optional Settings**  
You can change these settings at any time before you place your order.

SIZE:

6 x 6" 8.5 x 8.5" 10 x 10" 12 x 12"

PAPER:

**Semi-Gloss**  
A Classic, Smooth Paper With A Subtle Gloss **\$69.99**

**Pearl Finish** **NEW**  
A Pearlescent Lustre Adds A Touch Of Sheen And Silky Feel + \$12.00

**Premium Lay Flat**  
Ultra-Thick Premium Paper, Luxe Matte Finish. 99pg Max. + \$55.00



ADD PHOTOS


Date taken Autofill

Add photos to get started

Upload photos to get started.

OR

Scan the QR code below to upload photos from your mobile device




Trouble scanning? [Send link by email](#)

Add your photos to get started.

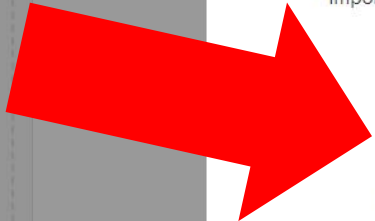
**Upload photos**  
Import from other photo services or upload from your computer.

- UPLOAD
- MY PHOTOS
- INSTAGRAM
- FACEBOOK
- GOOGLE PHOTOS
- SMUGMUG

**Upload photos from your mobile**  
Scan the QR code below to upload photos from your mobile device.



Trouble scanning? [Send link by email](#)

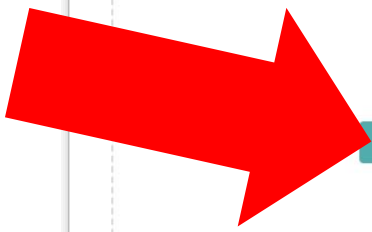


- UPLOAD PHOTOS
- ADD MY PHOTOS
- IMPORT PHOTOS

### Upload Your Photos

You can drag and drop or upload photos from your computer.

UPLOAD PHOTOS



### Upload Photos From Your Mobile

Scan the QR code below to upload photos from your mobile device.



Trouble scanning? [Send link by email](#)

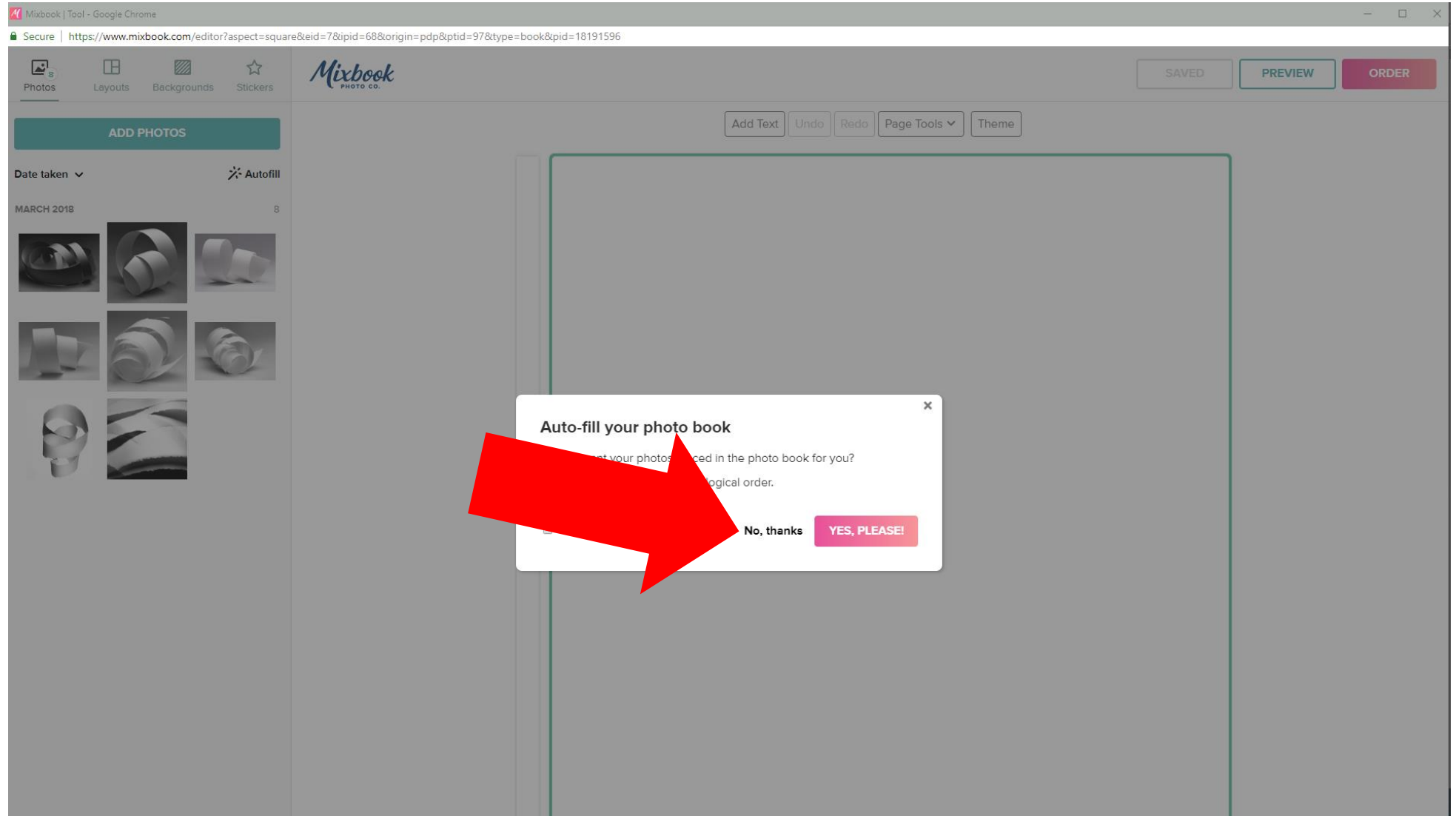
- SAVED
- PREVIEW
- ORDER

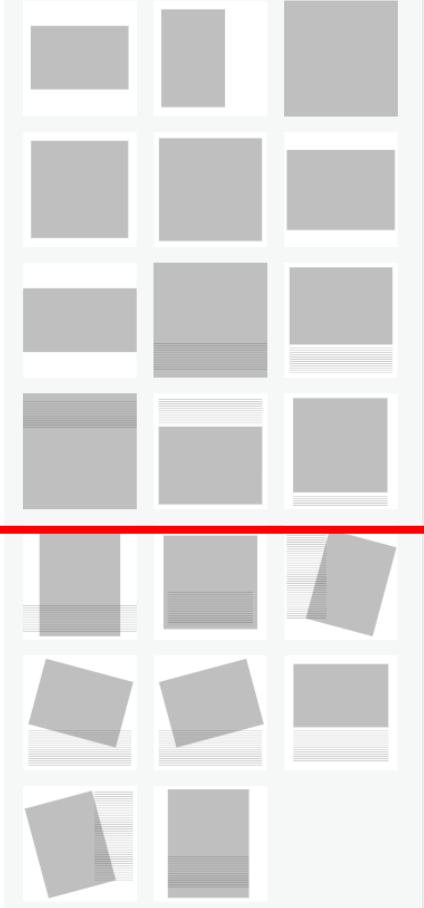
Navigate to the folder with the images you want – Select the specific images and press open





This is all about learning to populate the book so choose: NO Thanks





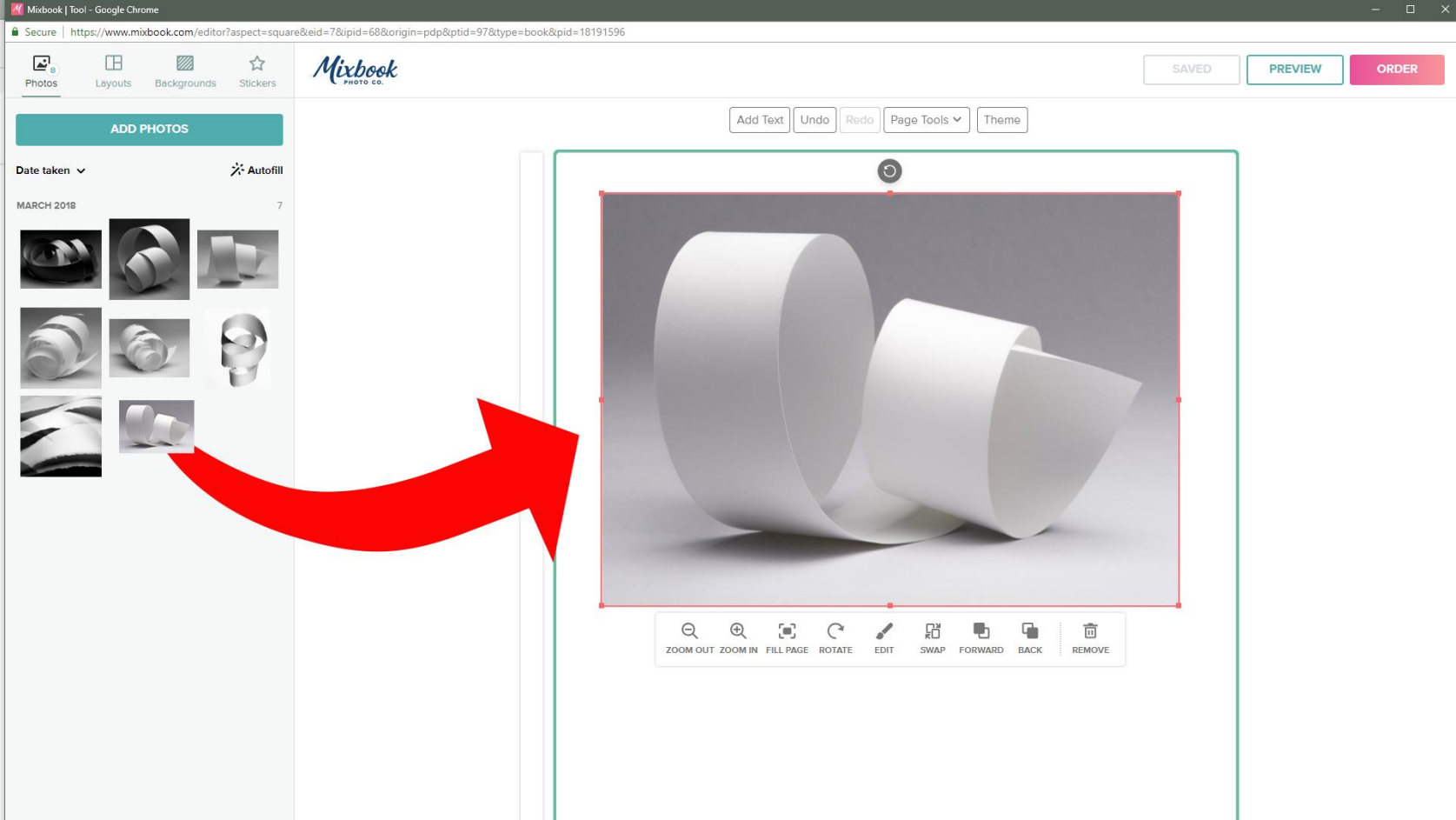
The Paper project

A note about askew images: My preference in image placement is always to present the image so the person reading the book doesn't have to tilt the book.

Although certain books lend themselves to a playful format that has tilted or skewed images.

That is not to say it shouldn't be done, but a whole book of tilted images plays upon the design is more important than the images.

Click on the image you want on the cover of the book and drag it into the green square





# caution!

When you're resizing images make sure you have a large enough image to successfully resize.

I try to have very large .jpg images to resize to smaller sizes rather than making them larger. You will not like the printing result with low res images.

Number of photos  
On a page

The screenshot shows the Mixbook interface with a sidebar on the left. At the top of the sidebar, there are icons for 'Photos', 'Layouts', 'Backgrounds', and 'Stickers'. Below these is a 'Mixbook PHOTO CO.' logo. A section titled '# of Photos' has a 'Select All' button and a row of buttons for 1, 2, 3, 4, 5, 6, 7, and 8+ photos. Underneath, there are sections for 'THEME LAYOUTS' (1 option) and 'PAGE LAYOUTS' (18 options). The 'PAGE LAYOUTS' section is expanded to show '2 photos' and a grid of 18 different layout thumbnails. A blue line with a dot points from the 'Number of photos On a page' text to the '# of Photos' buttons. Another blue line with a dot points from the 'Almost an infinite number of layouts to scoll through' text to the grid of layout thumbnails.

Almost an infinite  
number of layouts  
to scoll through

Mixbook  
PHOTO CO.

SAVED

PREVIEW

ORDER

Add Text

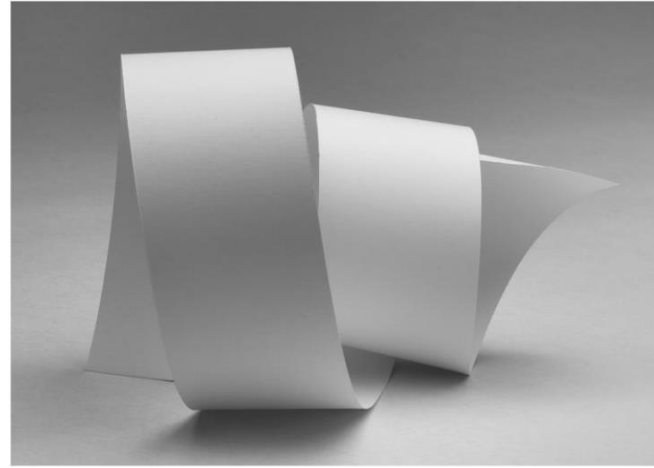
Undo

Redo

Page Tools

Theme

The Paper project



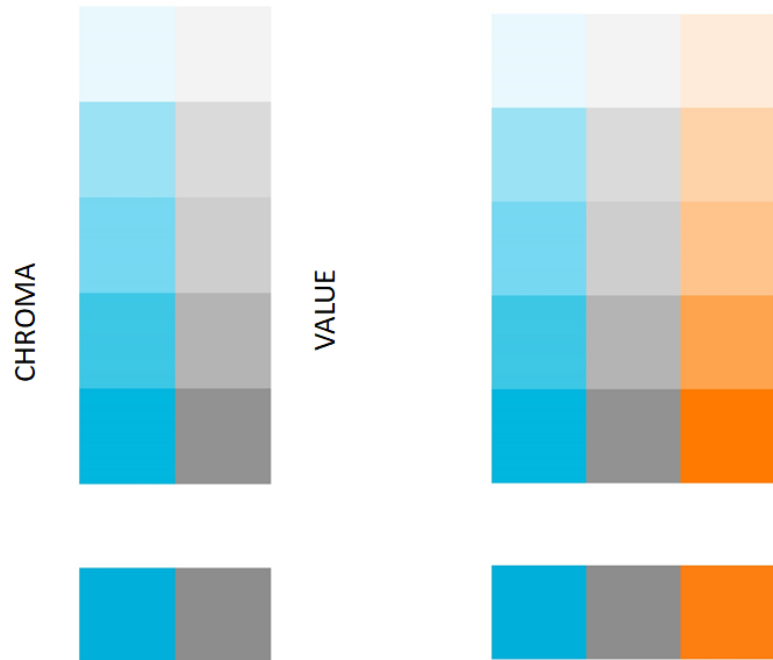
Spine — Front Cover ▶

— 100% +

Help Send Feedback

**Choose your page layouts based on the  
purpose of the whole book**

# A MOMENT FOR A WORD ABOUT COLOR AND CONTRAST



CHROMA AND VALUE HAVE A EQUIVALANCY





# Make sure you can read the title and your name on the book!

Where you place your title and name is mostly a personal preference. I choose mostly to have titles that are outside of the image on the book either above or below

If you place your name on the image make sure there is enough blank space and you use enough contrast between the background and the title or name and/or both to be legible

The illustration on the previous slide is an example of low contrast between a title and image and how hard it can be to see.

SAVE

PREVIEW

ORDER

Add Text

Undo

Redo

Page Tools ▾

Theme

With your image placed you now have to have a title.

Selecting the proper placement and color is very important

The Paper project



SAVE

PREVIEW

ORDER

Add Text

Undo

Redo

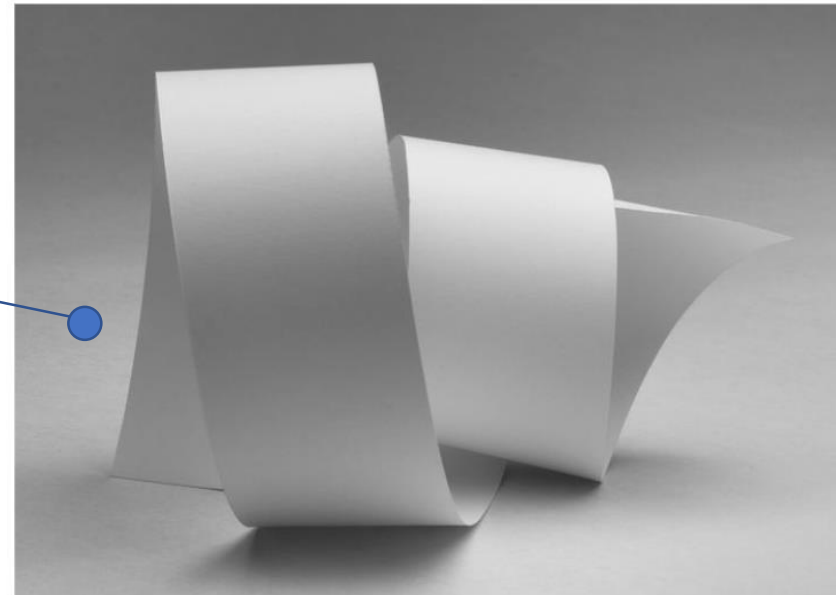
Page Tools ▾

Theme

Make sure you use your book cover image in the book as well

While you want this color the better placement would be above or below the image

The Paper project



The paper project

**Lets take a minute to  
talk about typefaces!**



# Typefaces

SansSerif

Calibri

Book titles chapter heading index data captions

Serif

Century Schoolbook

Book titles Chapter headings paragraph text captions index data

Script

*Edwardian Script ITC*

Book titles Chapter headings

novelty

*GiGi*

Titles chapter headings

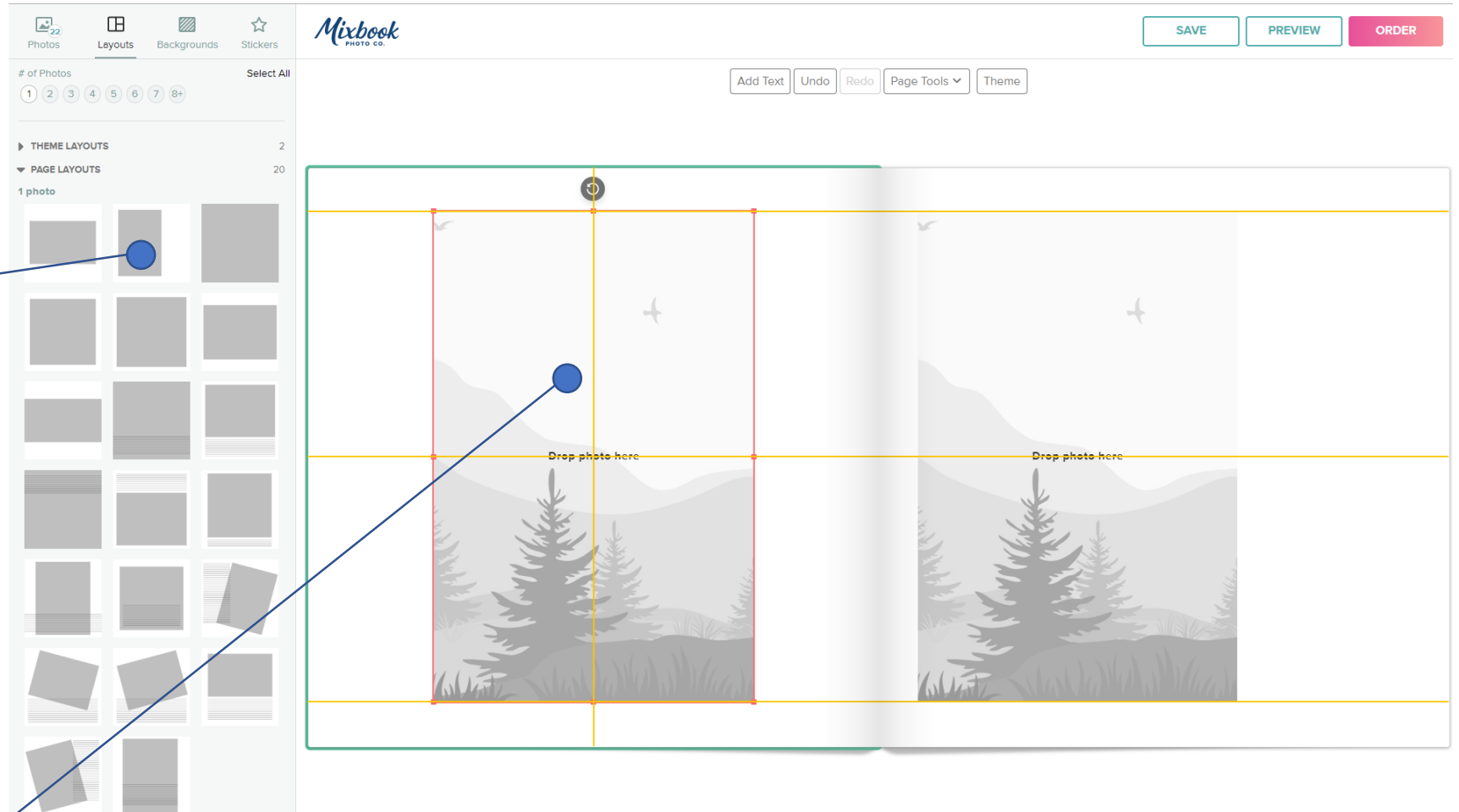
# Make sure you can read the title and your name on the book!

Certain types of type fonts have specific functions

Serif type is mostly used for paragraph text because it is the easiest to read when you have a lot to write about. Additionally it is easier to read black letters on white than white letters on a black background for large bodies of text.

Sans Serif type while also a good font for reading my preference is to only use for titles, captions, and index information. I generally do not use condensed type faces for either paragraph text or captions because it is much hard to read when small.

Scrip and Novelty fonts are for me Titles only and many novelty fonts are basically used in advertising to catch your eye. Using scrip and novelty fonts throughout your book sets up a competition between the font and your image.....and for me the image is the most important object on the page.



Choose your layout  
Based on the image  
You want to use

You can adjust the  
template to where  
you want it to be  
on the page by  
clicking on it and  
dragging it to the  
location

**Mixbook**  
PHOTO CO.

Photos 22 | Layouts | Backgrounds | Stickers

SAVED | PREVIEW | ORDER

ADD PHOTOS

Date taken ▾ | Autofill

MARCH 2018

4

Drop photo here

Drop photo here

ZOOM OUT | ZOOM IN | FILL PAGE | ROTATE | EDIT | SWAP | SPAN | FORWARD | BACK | REMOVE

16 — 17 | 100%



**it's all about the Details**

Don't be afraid to have a single page for a chapter heading like below.

In a couple of my books I have a chapter page and a black opposite to make a clean break from the last group of images.

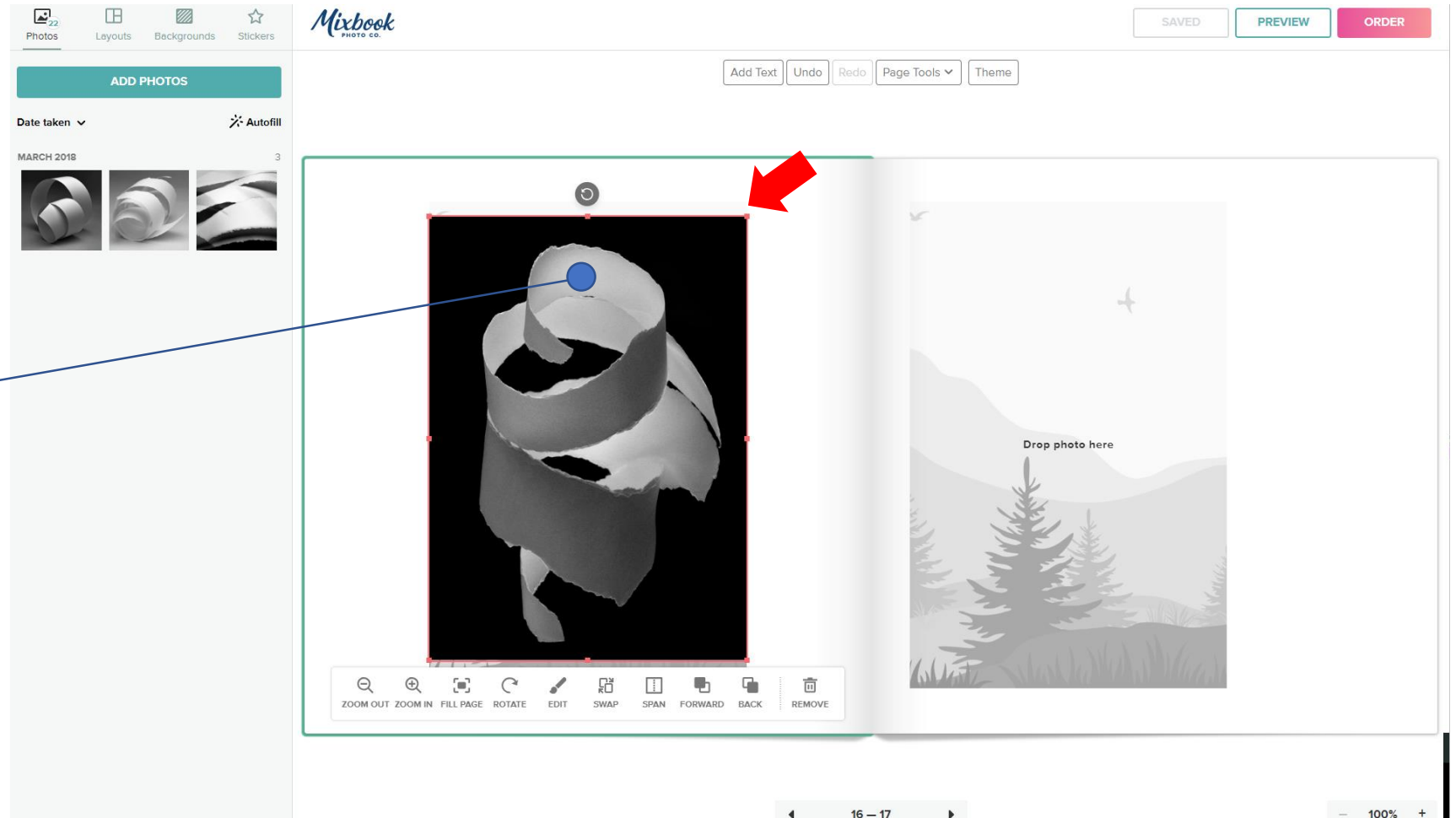


Every image is important and you shouldn't cover one up to stack a lot of images on a single page to save a few dollars in the book.

If you went to the trouble of putting the image into the book it should be able to see the whole image



Image placed in box  
And resized by  
Pulling on the corner  
Tabs on the image





**At this point you all  
should**

**Be able to build a book**

A few more details that I like to  
add in my photography books

# Captions



28



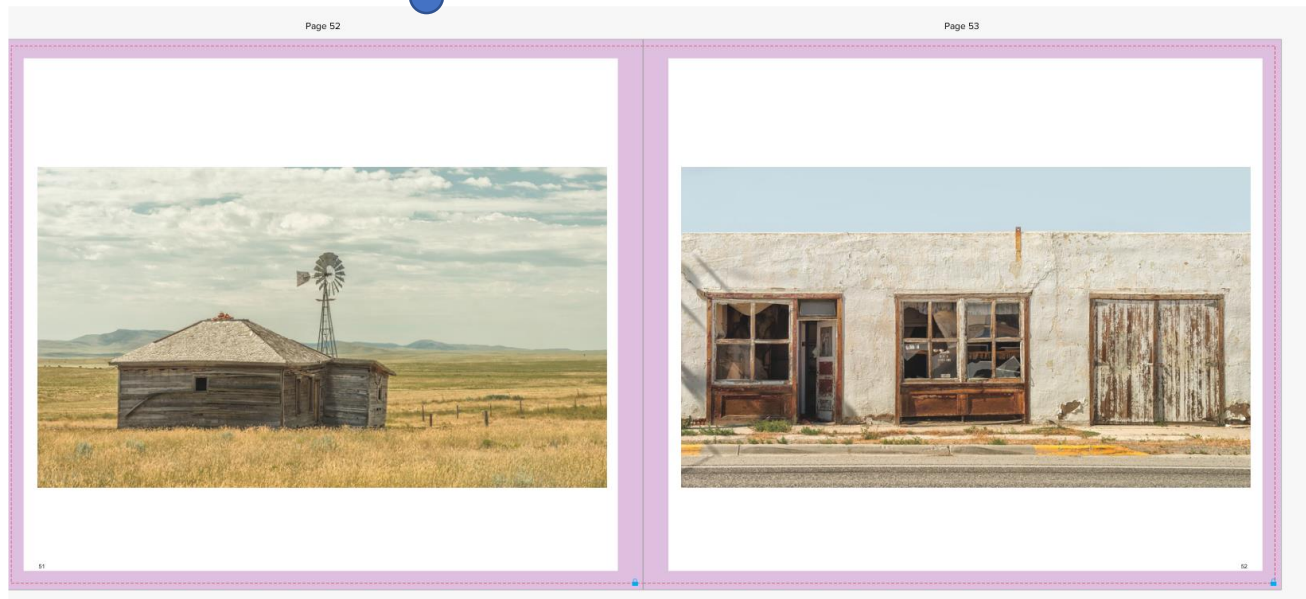
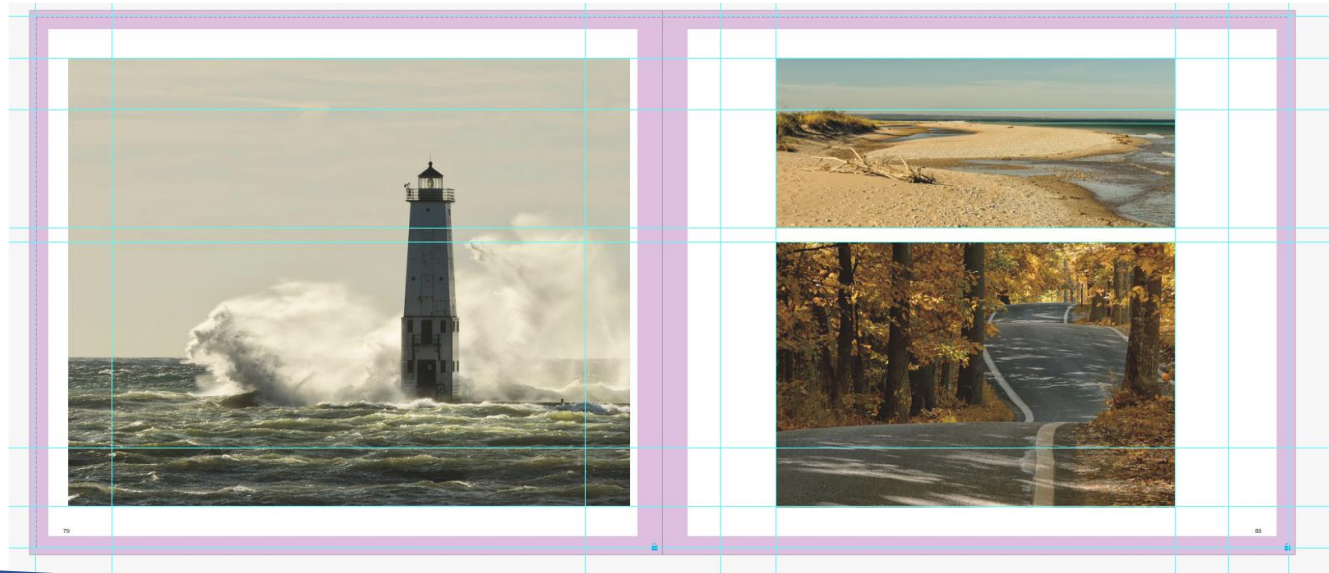
Cliff Dwellers settlement structure, 89A, Lees Ferry, Arizona

29

Keep captions simple and to the point. Use a serif or sans serif type face no bigger than 16 pts.

Don't have too many different Templates in the book it makes for a better presentation of your images.

Use large images to let people enjoy the details in your images



Annual No. 2.blurb | 2017 Annual edition no 2 | Large Landscape | 112 pages - BookWright

File Edit View Add/Insert Photo Text Papers/Format Distribution Help

Covers Pages

Layouts Photos Text Files

Large Landscape  
All Layouts

Save layout

0m 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Page 94

Page 95

*"Let slender pursue me:  
love isn't for the feeble.  
The odor of love is the scent  
not of bough but of stolen apples."*

Vigegny Metashenko

I could not let pass going by this wonderful dam with water flowing over the top. I have passed this way many times, water stagnant, low and far from the top of the dam. Plentiful rains made all the difference in weighing the risk of trespassing. Fall almost complete and winter coming fast upon us. Stepping over the boundary between public and private land was definitely not for the feeble. The colors were wonderful. The sound, smells and the visual beauty of the water cascading over the dam was amazing. Fall is one of my seasons, even with most of the color faded into the ground, brown and decaying.

Justify or align text  
to the image size



Justify or align text to top of the image  
And in a similar size container

The screenshot displays the BookWright software interface. The top menu bar includes File, Edit, View, Add/Insert, Photo, Text, Papers/Format, Distribution, and Help. Below the menu is a toolbar with icons for Layouts, Photos, and Text Files. A central panel shows a 'Large Landscape' layout with a 'Save layout' button. The main workspace shows a two-page spread. Page 42 features a photograph of three swans on the left and a block of justified text on the right. Page 43 features a large photograph of a bison in a field. A blue circle on the text on page 42 has a line pointing to the text box, indicating the alignment instruction.

Annual No. 2.blurb | 2017 Annual edition no 2 | Large Landscape | 112 pages - BookWright

File Edit View Add/Insert Photo Text Papers/Format Distribution Help

Layouts Photos Text Files

Large Landscape  
All Layouts

Save layout

Page 42

Page 43

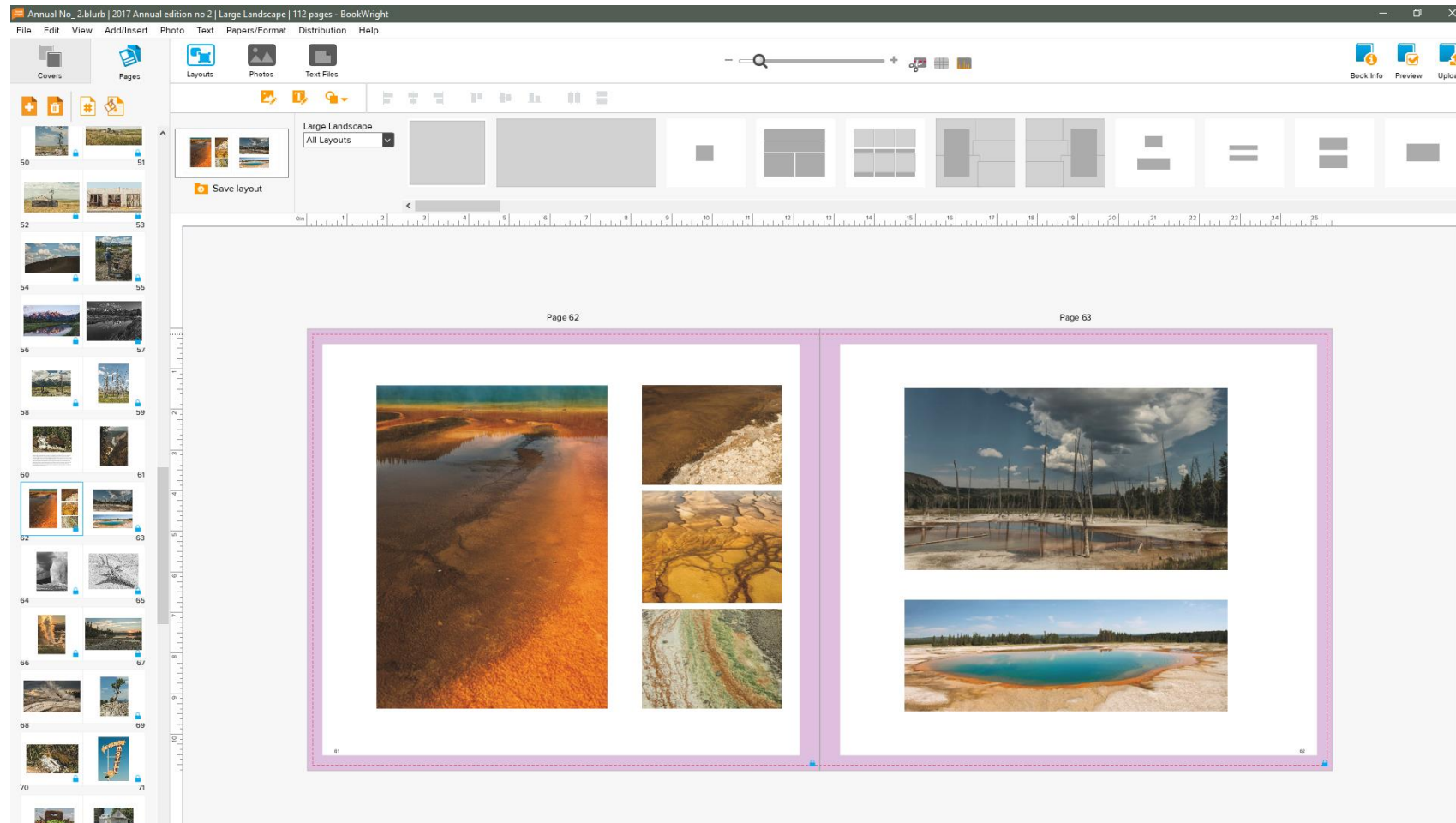
Can you imagine storks in North Dakota? I did not know what to expect as we drove past a reservoir and saw several flocks of big wading birds. I could not make out if they were herons or pelicans, but turned off the road to give it a closer look. Much to my surprise they were storks.

I expected bison, mule deer, pronghorn, cows, or horses but for some reason not storks. The prairie is a wonderful place and I always enjoy my time traversing the plains. Wide open spaces, few trees, and tall grasses waving in the wind.

This was the year I finally made it to Theodore Roosevelt National Park on the western side of North Dakota. This park has long been on my bucket list of national parks to visit. This national park is definitely a come-back place.

# Try not to have too many images on a single page

- Make sure images are aligned and justified top to bottom with the opposite images
- Page to page alignment is important as well if it is possible.



All my books have page numbers. They are useful if you plan on doing an index. You can easily reference an image to a page to the index notes on the image. It doesn't matter if you call it a plate number or a page number both work.

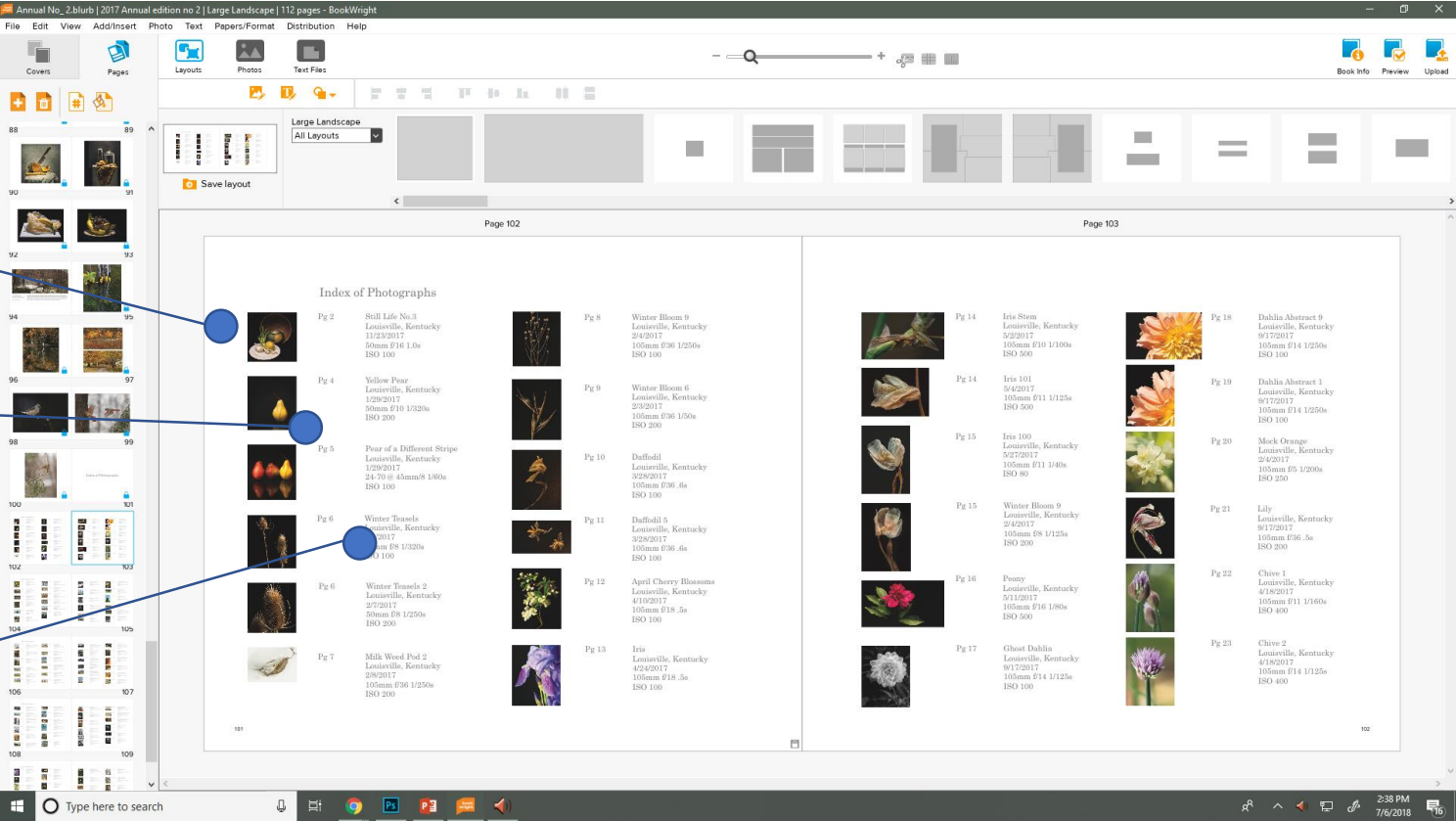
If you use captions under or beside images you probably don't need to duplicate the information in an index. Additionally, all images do not need captions. This mostly depends on if you know your audience your showing or giving the book.

# Index

Thumbnail of image

Page number which  
The photo is located

Title of image  
Location  
Date  
EXIF information  
about the image





If you sell your books online either through Amazon distribution or the Publisher or any other means make sure you take care of a few items.

If you used a map make sure you adhere to the copyright provisions outlined by the company. This usually means citation or a footnote requirements i.e. Google map use requirements.

If you use any other image than yours you have permission or note if it was copyright free use

Make sure you fill out the copyright information for your book so your book is protected

You can not distribute your books to stores without a ISBN companies like Blurb will supply one for you without charge.

Wait for the discount deals sometimes they can be high as 70% if you catch it right!

Spell Check, Spell Check, Read for Grammar, Re-Read before buying because once you press the buy book button if there is an error it's your error! Additionally, if you wrote a lot have someone other than yourself act as an editor because you will miss many small mistakes.

**So!**



**Why make a book?**

It's something to do with all those images you've been shooting

It's a gift

A book to clutter your coffee table

Documentation of a trip or an event

**To win a prize at LPS for making a cool book!**

**Thank you!**