

Short Run Portfolio Book

Objectives:

The primary objectives of this assignment are to introduce you to short-run POD (Print-on-Demand) presses and to introduce you to the concepts of personal branding and professional presentation. Printing will be explored much deeper if you continue in the Photo Program sequence and take the two Photoshop classes that follow your Lightroom class.

Background:

There are two primary companies for POD books: Lulu & Blurb (www.lulu.com & www.blurb.com) – with many other companies nipping at their heels (see supplemental handout).

Both Blurb/Lulu support PDFs generated from page layout programs (InDesign, etc), and Blurb also has an online tool to create books. If you're fairly proficient with page layout programs, you can use either service and you might find that Lulu is a bit cheaper. If you don't know how to use a page layout program, Blurb might be a better bet - use their Bookify tool (just, for the love of all that is good in the universe, please don't use their tacky "fun/funky" template).

Overview:

For this assignment, you will create at least one copy of a printed portfolio of your final project, meeting (or exceeding) the following minimum standards:

- 61+ pages (note Blurb charges the same for any page count between 61-80 pages)*
- Paperback, Simple bound
- 8" x 10" (or larger, either portrait or landscape orientation is fine)
- These minimum standards will cost \$33+shipping at Blurb. Consider having their logo removed for an additional \$8, and consider a paper upgrade (price varies, depending on paper chosen). Note: you can probably find coupons/discounts online for your book. Prices accurate as of Spring 2013.

Your design choices are up to you – as long as the end result is professional with a clean design. Your book should include *at least* the following information:

- Your name and the title of your project.
- 30+ images from your final, processed to have bright highlights, dark shadows (but neither clipped)
- A page describing your project (aka "an artist statement"). Make sure to edit well...have people you know are good writers look it over, and when you're done editing it, consider also going to the Writing Center for one last look.

Details:

The first step is to find a vendor you want to use and one that uses a workflow you feel comfortable with. There are many concerns outside of cost – what paper stock do they use, what is the build quality of their product, do they use a template system, or do they accept PDFs generated from page-layout software (InDesign, etc).

Afterwards, decide on a format/size that works with the majority of your images. If nearly all of your images are in landscape orientation, then print your book in landscape orientation.

Then, prepare your images/text.

Please read the following general information, and also read the specs for your particular vendor that you intend to use. The following items may or may not apply, depending on which vendor you choose:

TEXT PREP:

- Check spelling, grammar and
- Fact check (as appropriate)
- Ensure *consistency* of style: capitalization, abbreviation, spelling, numerals, dates etc. For example: dates
 - Feb. 12th 2013
 - 12th February 2013
 - 02/12/13
- Ensure *consistency* in the order of elements in a caption:
 - Fishing hut, Alturlie Point, Scotland, 2008
 - Alturlie Point, Scotland. Fishing hut. 2008
 - Fishing hut, 2008. Scotland.

Tip: print out all your text, and ask someone else (such as the Writing Center) to proofread it. You want to have everything as perfect as possible, as once you send it off to print, you're stuck with it!

IMAGE PREP:

Basic image preparation workflow:

- Make all your tonal adjustments as precisely as possible. View all of your images in the Lightroom Grid Format to ensure that they are all tonally similar (none too dark/light, none too contrasty/flat, etc).
- Export your files:
 1. At 300ppi at the final size you want them to appear in your book.
 2. As uncompressed, 8bit/channel TIFs, in the sRGB color space if you're using the Bookify or Booksmart tools on Blurb.
 3. Apply export sharpening (for glossy paper, standard amount)