

Introduction to Photo Book Making

by Art Nemiroff

CAUTION

- Decide which book producer's software you're going to use and gain a thorough understanding of how it works before you begin.
- There's nothing more disappointing than getting your eagerly anticipated book back and finding that it's a total disappointment because of your own lack of understanding of the nuances of the software.

- Before you begin book, make sure you've completed all of your photo edits
- Try to put your photos in the order you want them in the book, especially if you're using an auto-fill type software
- It's easier to put all of the photos you want in your book into a separate folder before you start, as opposed to pulling them in one by one from your catalog, library or pictures file

What type of photo book will it be?

- Will it be a family event, such as a birth, birthday, wedding or anniversary?
- Will it be a travel oriented book?
- Or will it be a collection of old photos that are a “mixed bag?”

- If it's going to be a Family/Friends type book remember to include names, dates and places because a few years from now no one will remember who, where, and when
- If it's going to be a travel book, you may want to keep a few notes as to where and when the photo was taken, any important historical information, and include the information in your book. It will make it much more enjoyable later when you're sharing with family and friends.

The Best Photo Book Sites of 2018

According to TopTenReviews

[www.toptenreviews.com/services/
multimedia/best-photo-books/](http://www.toptenreviews.com/services/multimedia/best-photo-books/)

Top Ten Photo Book Companies on a scale of 10

- Mixbook 9.72
- Shutterfly 9.38
- AdoramaPix 8.47
- Snapfish 8.40
- Picaboo 8.35
- PrestoPhoto 8.03
- Walgreens Photo 7.72
- Photobook America 7.45
- Amazon Prints 7.43
- Walmart Photo 6.90

What Determines Top Ten?

- Ease of use
- Auto-fill software or customizable software
- Online Storage
- Online Album Sharing
- Ability to import from Social Media
- Collaboration access
- Money-back guarantee
- Live Chat assistance

Mixbook vs Blurb Photo Books Comparison

- Photo-books.bestreviews.net/mixbook-vs-blurb-photo-books-comparison/

Mixbook vs. Blurb

- Interestingly, Blurb didn't make the top ten, but in a head to head comparison, it was considered by the same sources to be Mixbook's equal.

What You Need to Know

- Cost varies based on which extra features you want:
 - size of book
 - paper type -quality
 - cover type-paperback, hardcover, dustcover, number of pages
 - lay flat options
 - speed and cost of shipping turnaround

Typical Book Sizes

| | Approx. starting cost* |
|------------|------------------------|
| • 7 X 7 | \$15-\$20 |
| • 8.5 X 11 | \$20-\$30 |
| • 11 X 8.5 | \$35-40 |
| • 12 X 12 | \$60-65 |
| • 13 X 11 | \$65-75 |
| • 14 X 11 | \$70-75 |

*all starting with approx. 20 pages, with per page increase after that and increase for premium paper

Things to Watch Out For

- Make sure text doesn't overlap into photo area
- Use the same font and style text thru.out for better looking book
- Consider how many photos per page including allowance for text
- Do you want page numbers and where?
Probably on bottom right of page

- Consider primary full page/”full bleed” picture on right page with supporting pictures/detail on left page.