

## Self-Book Publishing

By Craig Lewis, [craiglewis@mac.com](mailto:craiglewis@mac.com) <http://www.craiglewisimaging.com>

### On-Demand Printing

No inventory

Usually no setup charges

Great for short runs of books for friends & family

Except for Amazon's CreateSpace, you need to get an ISBN to get other than hand-distribution.

### iPhoto & Aperture Printing

<http://www.apple.com/ilife/iphoto/printproducts.html>

8.5 x 11, 20 pages, \$29.99, additional pages @ \$.99 double-sided or \$1.49 single-sided

Other options available including calendars and cards

### CreateSpace.com (Part of Amazon)

<http://www.createspace.com/>

Largest size is 8 x 10

Pricing varies—See site

Send pdf only

Advantage over other services: It's Amazon!

More attuned to photographic DVDs than photographic books

<https://www.createspace.com/Customer/VideoShopCategory.jsp?id=109>

### Blurb

<http://www.blurb.com/>

Free book layout program (Mac & Windows)

Online tutorials & tour

<http://www.blurb.com/tour>

[http://www.blurb.com/learn\\_more/](http://www.blurb.com/learn_more/)

Online Help: [http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std\\_alp.php](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_alp.php)

Blurberati Blog ("Blurberati" are the experts): <http://blog.blurb.com/>

Foums: <http://forums.blurb.com/>

BlurbNation (Custom bookmakers) are a group of people who will help you design your book or do it for you, for a fee.

Online bookstore: <http://www.blurb.com/bookstore>

Photo books are easy!

Many, many templates—Some for cookbooks, some for photography books

Import images from iPhoto or slurp them from Flickr, Picasa Web Albums, and SmugMug

Image format: JPG and PNG with sRGB color space

[http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std\\_adp.php?p\\_faqid=284](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_adp.php?p_faqid=284)

300 dpi: [http://blurb.custhelp.com/cgi-](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_adp.php?p_faqid=78&p_sid=y18D-4hj&p_url=)

[bin/blurb.cfg/php/enduser/std\\_adp.php?p\\_faqid=78&p\\_sid=y18D-4hj&p\\_url=](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_adp.php?p_faqid=78&p_sid=y18D-4hj&p_url=)

Custom layouts are accepted

[http://blurb.custhelp.com/cgi-](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_adp.php?p_faqid=161&p_sid=y18D-4hj&p_url=)

[bin/blurb.cfg/php/enduser/std\\_adp.php?p\\_faqid=161&p\\_sid=y18D-4hj&p\\_url=](http://blurb.custhelp.com/cgi-bin/blurb.cfg/php/enduser/std_adp.php?p_faqid=161&p_sid=y18D-4hj&p_url=)

Disadvantage: Pricey

Bottom line: Blurb is the leader for making on-demand coffee table photography books; but don't expect to get rich from sales

## Blurb.com

By Fred Luhman, Aug 2008

Blurb.com is an online book publishing service. It is basically a self-publishing arrangement where the author downloads software (page layout), creates the text/graphics content, uploads the book files, and then orders however many copies desired—as few as one. Payment to Blurb is only made when copies are ordered. The book can be placed in a public bookstore on the Blurb website and offered for sale, or the book can be placed in a private bookstore—not available to the public. Book copies are only produced by Blurb when ordered—so called “print-on-demand.”

Pricing:            Square 7x7

Pages	Softcover	Hardcover Dust Jacket	Hardcover Image Wrap
20-40	\$12.95	\$22.95	\$24.95
41-80	15.95	26.95	29.95

etc.

                        Portrait 8x10 or Landscape 10x8

20-40	19.95	29.95	31.95
41-80	24.95	35.95	37.95

etc.

                        Large Format Landscape 13x11

20-40	NA	54.95	56.95
41-80	NA	64.95	67.95

etc.

### My Workflow:

Download latest version of Booksmart software (beta) for Windows or Mac

Preliminary design:

    Browse Blurb and conventional bookstores for ideas

    Decide on book size and number of pages

    Select photo and/or text page layouts (use template or Photoshop)

    Prepare photos in proper size, sRGB color space & JPG format.

    Import photos to Booksmart.

Layout each page & cover. Plain text may be copied & pasted from other documents.

Rearrange and adjust content as desired.

Preview in Booksmart

Check spelling

Upload files and order at least one copy

### Printing:

Commercial-quality 4-color HP 5000 Digital Indigo printers (except for 7x7 books and dust jackets)

    Photos printed at 300 dpi

    Custom 4-color dust jacket with protective laminate coating

80# coated, semi-matte paper

Black-linen hardcover with durable library binding

Resources at [Blurb.com](http://Blurb.com): How To Make A Book (also available in PDF), tutorials, FAQ, and forums.

## Book Planning

By Leander Urmy

The germ of an idea for a book can come from any place. Having the desire to take the idea and convert to book form and then have it published is a real accomplishment that requires time and planning. The publishing portion has become much easier with the internet and online publishing companies. Previously, if you wanted to publish a book of family history, a special vacation or about something you have accomplished, getting it published was difficult and expensive. If a publisher was not interested you had little chance of getting published, because their main goal is to make a profit, not to make you an author. Online publishing has changed the scene by allowing people to have a book printed, even if only one copy.

Blurb is an online publisher that prints books in several different formats and sizes. They charge by the number of pages and page size and type of cover. Below are some of the thoughts that went through my mind as I was thinking about my book. They are not cast in stone, but can be modified to suit your needs. Once you have your concept, you need to plan how you want to present your book to the viewer. The stages are not complicated and, if followed, should provide a good basic for design of your book.

- Theme, this is the story either in words or pictures or both.
- Organize how the story is going to be presented. Is it chronological, by subject, random order, and series of events? It is your story, so you have to organize how it flows from page to page, image by image.
- Organize the different pieces or chapters to present your story.
- Be flexible, once you start to organize you will have other ideas that come along and it might change what you have planned.
- Write down your plan in outline form and follow it.
- If it is a photo book, organize the images in folders, name the folders and also ID them as to where they are placed in the book.
- Take notes, these will remind you of where and how you organized the images and content.
- Once you have the outline and have organized your theme, you can start thinking about presentation.
- Title pages, chapter titles, quotes, descriptive text, dates, names, places and descriptions, credits, etc. must be thought out and planned.
- Font, size and color play a huge roll in the presentation and readability. Be creative, but if you have a lot of text, don't use a font that is hard to read. Don't use too many fonts, two or three is plenty, and maybe, too many.
- If your book is all text you will want a back ground that makes read easy to read, like white or cream. If you have photos plus text, you may want a darker background and a lighter text. A book of photographs should have a background to highlight the images. This may be white or it might be black, this is a personal decision that will take some thought.
- If your theme is such that it has different parts and different references you may want to consider color coding the text or the page numbers. This is something I did in my book that I think made a big difference to the viewer, but probably is not picked up at a casual glance.
- Spell check, spell check, spell check, spell check and then have someone else review for grammar, spelling and other errors. Use a dictionary and a thesaurus.
- Review every image, every piece of text, check page numbers, check titles, check credits, check

everything several times. Allow some time to pass between reviews, standing back and taking a fresh look reveals flaws you may have missed.

- When you are sick of looking at it, take one more look.
- Upload to the publisher and have your credit card ready.

Blurb is not the only on line company that provides printing services for people who wish to print a book or series of books. Do a search on Google and check out other companies. This is a short list of links I found, <http://www.blurb.com>, <http://www.lulu.com>, <http://www.picaboo.com>, <http://www.asukabook.com>. I found that Blurb was very easy to work with and reproduction of images and text is right on the money. Just follow their guidelines and you should be set.