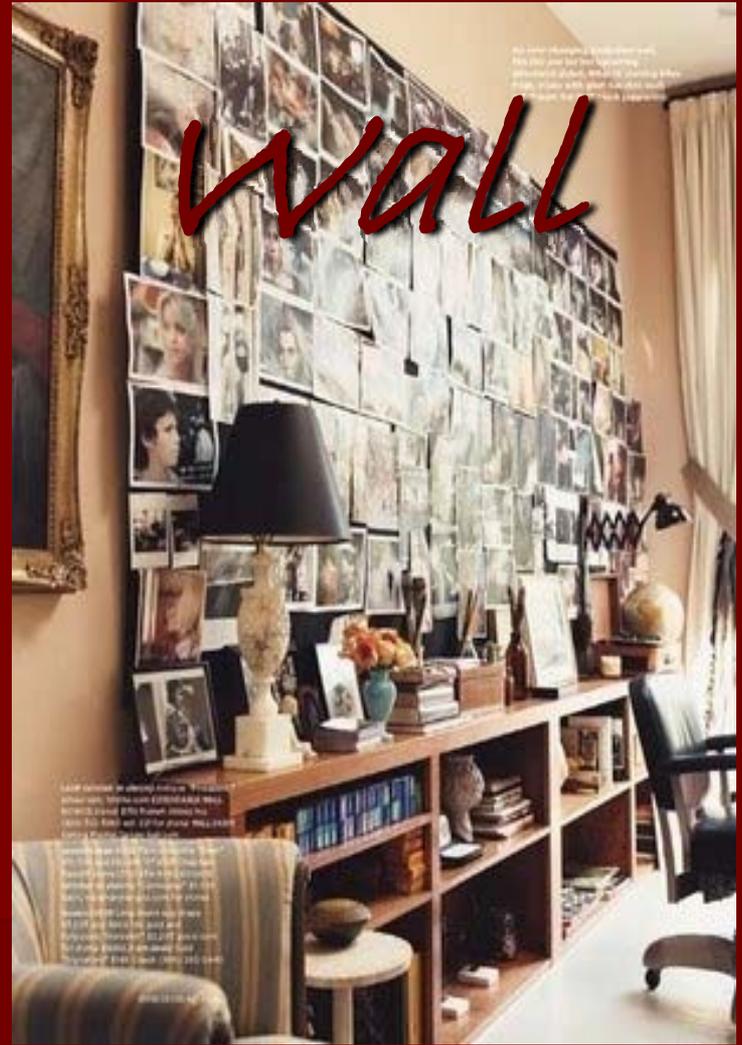


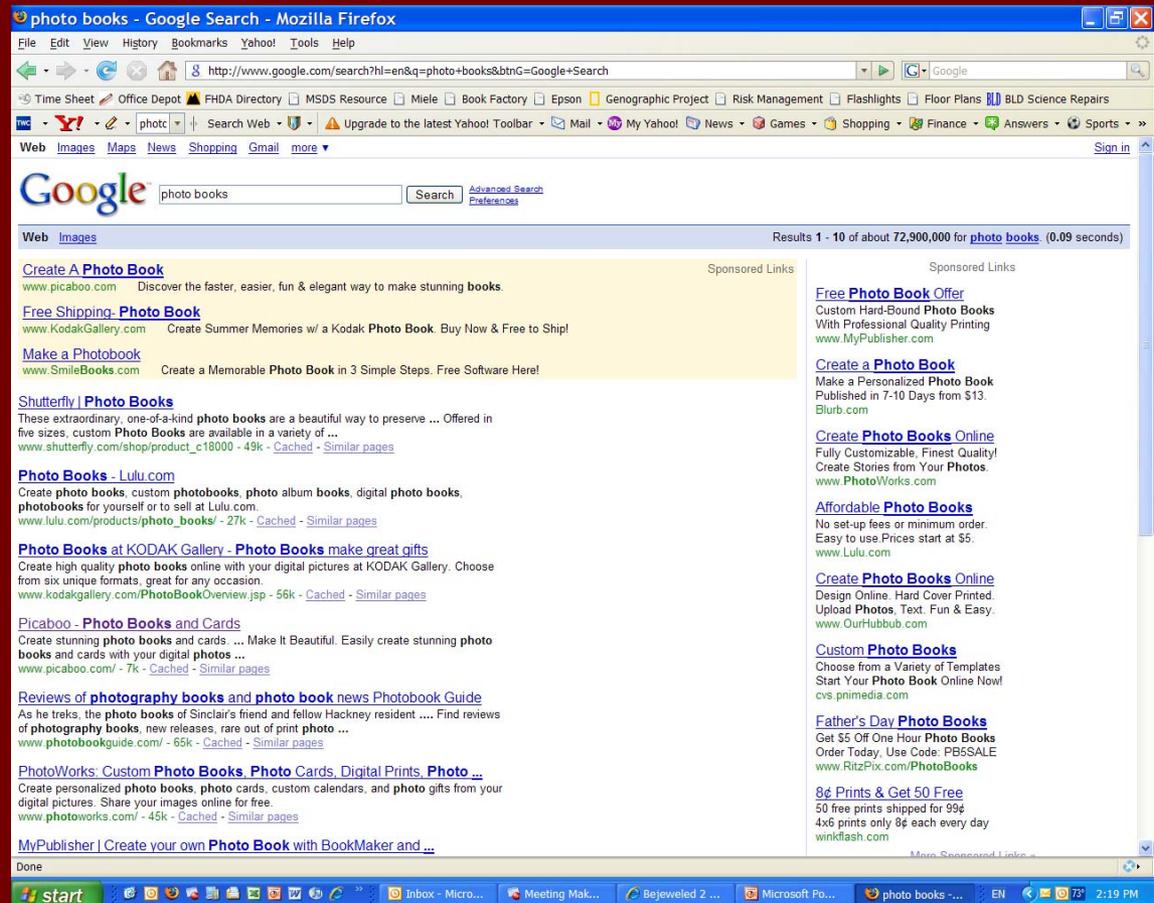
*Off the*

*Publishing  
Photo Books On  
Line*



A few years ago, there were only a handful of companies that offered self-publishing of photo books via the internet. It turned out that thousands of people wanted to turn their photos into books and now it's a highly competitive market with more offerings all the time.

Now when you search for a company to use to publish your work, you have pages and pages of them!



# It's as easy (or as difficult) as you want it to be. For example --

- [www.snapfish.com](http://www.snapfish.com) – Snapfish books range from very inexpensive to moderate in price; quality is "okay"; they are very easy to do.
- [www.ritzcamera.com](http://www.ritzcamera.com) – click on "scrapbooking"; there are lots of simple bookbinding kits in interesting formats.
- [www.smugmug.com](http://www.smugmug.com) – Smugmug is partnered with Blurb; more on that later



Snapfish Photo Book



Ritz Camera 2-way book kit

# More. . . .

- [www.inkubook.com](http://www.inkubook.com) – template based, inexpensive
- [www.shutterfly.com](http://www.shutterfly.com) – offers a variety of styles, but limits your creativity; you have to stick with their format offerings for background and color.
- [www.picaboo.com](http://www.picaboo.com) – inexpensive; can use their backgrounds and formats or “start from scratch”, but the final effect seems more like a scrapbook than a photo book.
- <http://www.kodakgallery.com/Welcome.jsp> -- a nice product with three choices of binding materials; good color; can use their design templates or format the pages yourself.

# And for the more experienced book maker . . .

- [www.lulu.com](http://www.lulu.com) – inexpensive; offers a variety of bindings (perfect bound, saddle stitch, ring binding); accepts a wide variety of file types for upload; books can be created in InDesign and converted to PDF format for uploading. Lulu is one of the more sophisticated of the self-publishing companies, but it is also more difficult to navigate. It is not template based. It's helpful to know something about bookbinding before trying Lulu.
- It's a growing industry with more new web sites being added all the time.

# *Working with template-based internet book publishers*

- Some things to think about when choosing a company:
  - Creative freedom
    - Upload should be a high quality, 300 dpi file
    - Full bleed page format should be available so that you can create 2-page spreads in PhotoShop or Illustrator
    - Has easy-to-use software that is compatible with what you want to do
  - Sales possibilities
    - Through the web site's own bookstore
    - Through invitation to family and friends
    - Or in collaboration with a site such as Amazon

# And I also look for a company that . . .

- Has competitive pricing; a good product at a fair price
- Will sell a single copy (some will allow you to make a profit and let you dictate your profit)
- Has books as its primary product (i.e. they don't offer other photo gifts such as mugs, mouse pads, etc.)
- Has good customer service

# How they work --

- Usually they are "template" based with free software that you download
- Then you import your photos and add text and titles
- Three companies that work in this way are:
  - [www.mypublisher.com](http://www.mypublisher.com)
  - [www.blurb.com](http://www.blurb.com)
  - [www.mpix.com](http://www.mpix.com)

Blurb's template  
looks like this:

# Blurb BookSmart™



Start a New Book



Open Existing  
Book



Import Book



Getting Started Guide

Quit BookSmart



# What will your book be?

Book Title

Untitled

Author

by

Choose a book size



**Square**  
7x7 inches, 18x18 cm  
Hardcover and Softcover



**Standard Landscape**  
10x8 inches, 25x20 cm  
Hardcover and Softcover



**Portrait**  
8x10 inches, 20x25 cm  
Hardcover and Softcover



**Large Format Landscape**  
13x11 inches, 33x28cm  
Hardcover Only

Select Square or Portrait for **Cookbook** layouts.

Cancel

Book Samples

Pricing & Shipping

Continue ▶



## Choose your starting point

### Starter layouts:

- Portfolio
- Photo book**
- Wedding
- Guestbook
- Cookbook
- Yearbook
- Journal
- Text & photos
- Text only
- Poetry
- Blog to book
- Blank



This is your default page layout - there are 70+ other choices in BookSmart.

Cancel

### Wing It

Skip the BookSmart guidance - I'll make my book from scratch

Start Book Now

### Guide Me

Help me to add photos, choose a theme, and build my book



Back

Continue





# Get photos

Select photos to include in your book, or continue to the next screen.

### Your Files

Your Computer

### All GroupBook Projects

Contributed Photos

### Photo Sites

Flickr.com

Photobucket.com

Picasa Web Albums

SmugMug.com

## Your Computer

Select photos from your computer and attached drives. (Never fear. You can always add more later.)

Get photos from computer

Total Selected: 0 photos

Cancel

### Ready to begin?

If you are familiar with BookSmart feel free to dive right in.

Start Book Now

### Guide Me

Continue using the new book wizard for step-by-step setup.

Back

Continue



# Choose a theme

Each theme includes photo borders and page backgrounds in coordinating colors to make designing your book simple. Take your pick of the themes below - you can always change your mind later.



Viewfinder



Darkroom



Vivid

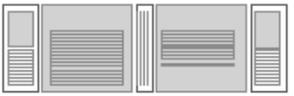
Cancel

◀ Back

Continue ▶

Apply Page Layout

Covers ▾



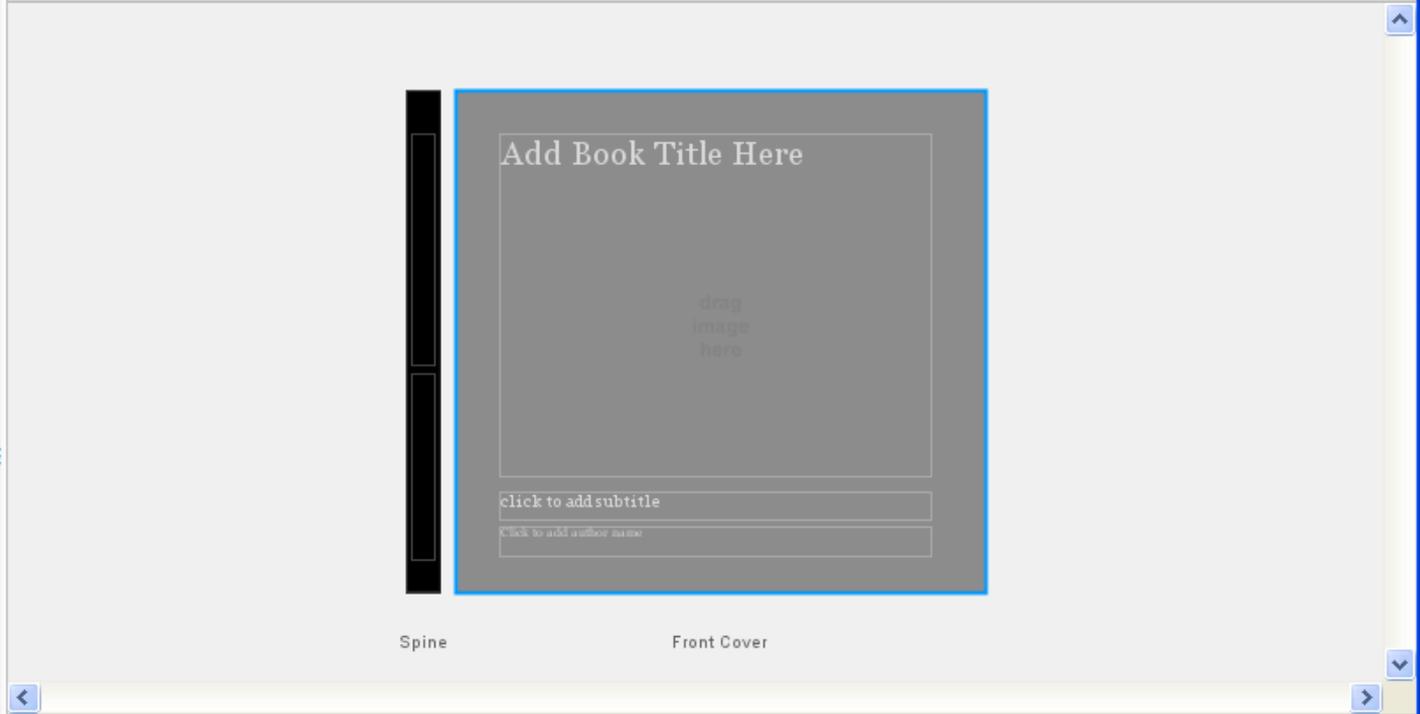
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Get Photos  Autoflow

**Get photos to use in your book?**

This area is the BookSmart library, aka, a place to import photos and content you may want to use in your book. Import your photos now by clicking the Get Photos button above.

Themes ▾ Backgrounds ▾ Ornaments ▾ Borders ▾ Add Page ▾ Remove Page ▾ Get Photos ▾ Invite Contributors ▾



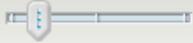
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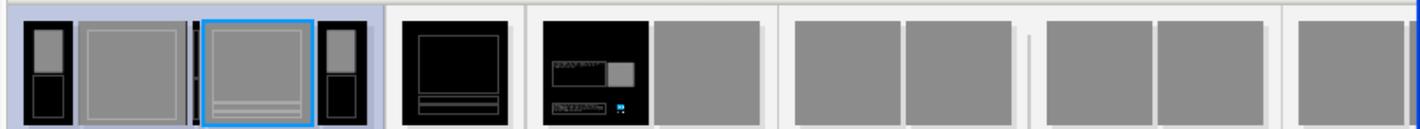
drag image here

click to add subtitle

click to add author name

Spine Front Cover

Cover Views  Cover: Hardcover ▾    Preview Book



Back Cover Front Cover Title Page 1 Copyright 2 3 4 5 6 7 8



Apply Page Layout

Covers



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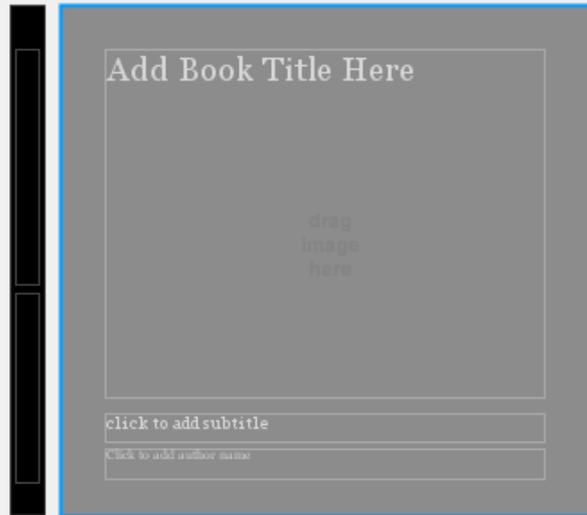
PhotoBucket...

Picasa Web Albums...

SmugMug.com...

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clicking the Get Photos button above.



Spine

Front Cover

Cover Views



Cover: Hardcover



Preview Book



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<< Public Pictures >> Sample Pictures

Search

Organize Views New Folder

Favorite Links

- Documents
- Desktop
- Recent Places
- Computer
- Pictures
- Music
- Recently Changed
- Searches
- Public

Name	Date taken	Tags	Size
Altar-72			
Boats-01-72			
Borgnaes Groenvej H...			
Borgnaes Mark La...			
Bottles on Borgnaesv...			
Kayaks-72			
Kirke Interior-01...			
Lindsbjerg Dog-72			
Organ-72			
Peder's Cow-72			
Peder's Farm-03-72			
Red Boat			
Red Farmhouse...			
Roof Leeks-72			
Table With Blue Tray-72			

File name: "Peder's Cow-72" "Altar-72" "Boats-01-72" "B" Supported Images (JPEG, PNG)

Open Cancel

Add Page Remove Page Get Photos Invite Contributors

Add Book Title Here

click to add subtitle

Click to add author name

Cover Views Cover: Hardcover

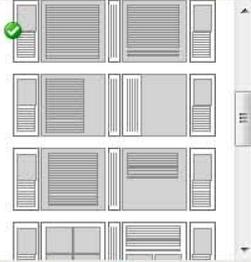
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Title ... 1 2 Copyr... 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Preview Book

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Click to add author name

Cover Views

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Cover Views

Cover: Hardcover

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You are in Preview Mode



Back Cover

Front Cover

Cover Views

Cover: Hardcover

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Edit Book

Order Book

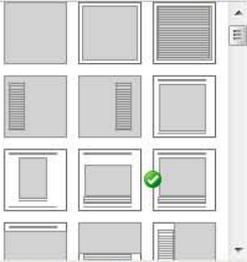


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Apply Page Layout

Picture Layouts



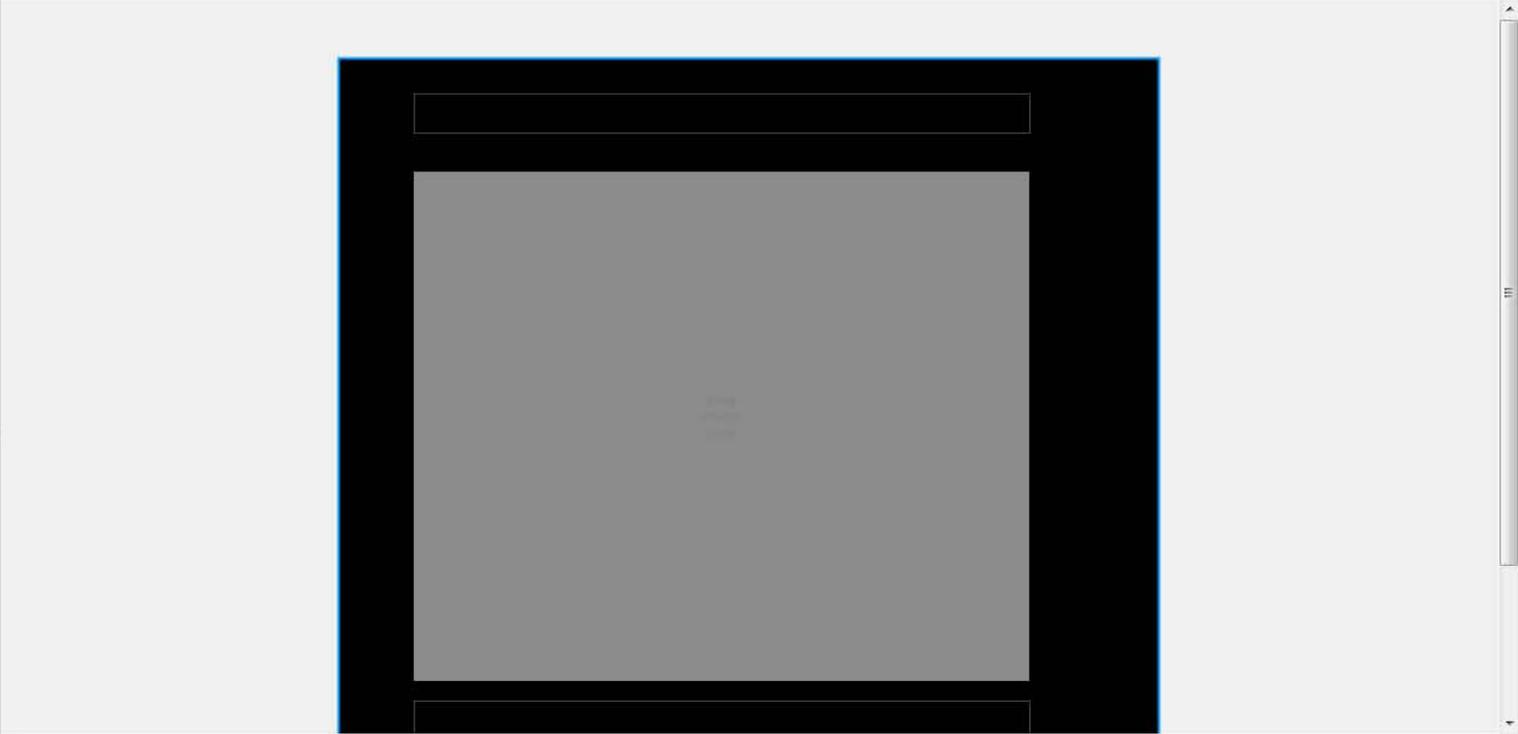
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Themes Backgrounds Ornaments Borders Add Page Remove Page Get Photos Invite Contributors



Page Views

Page 4 of 20

Preview Book



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Text Layouts



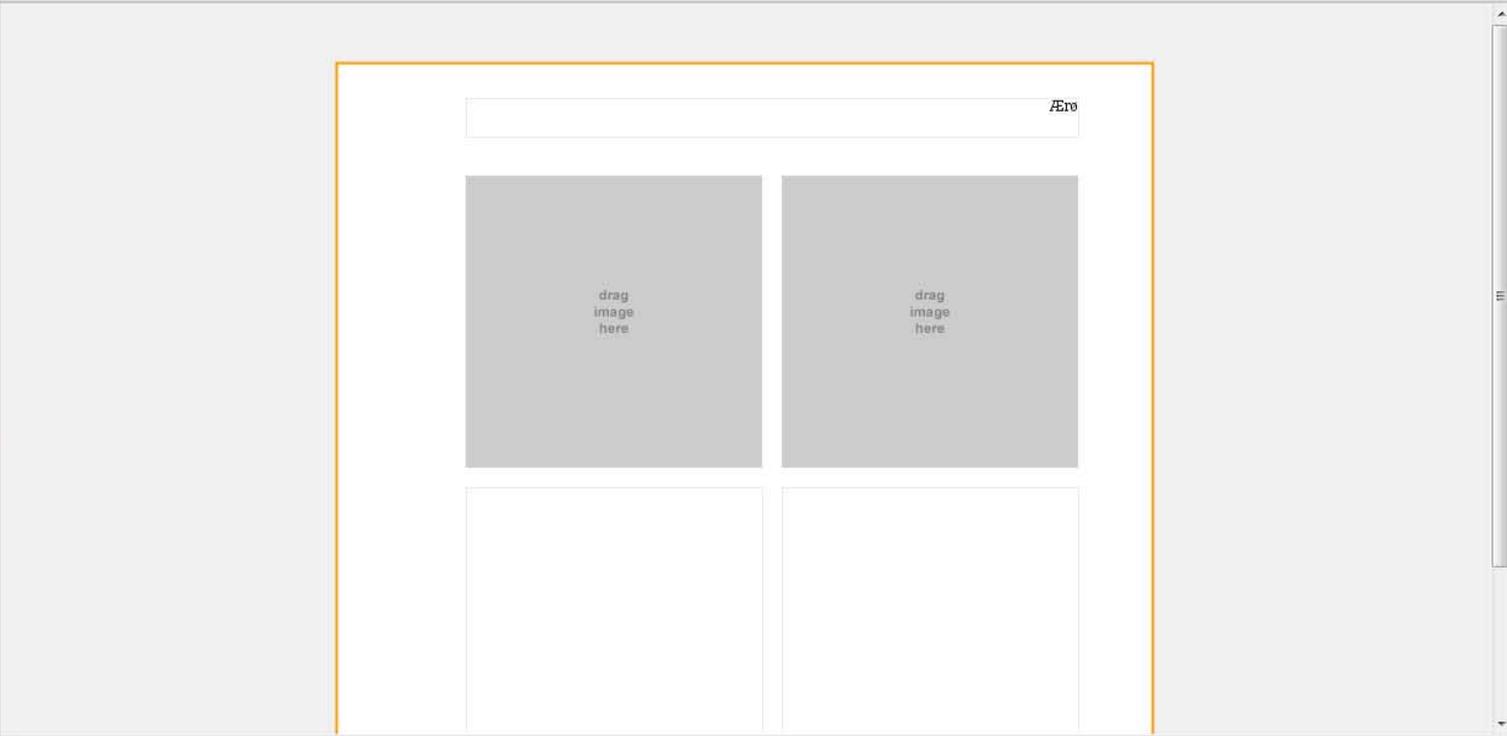
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Page Views

Page 5 of 20

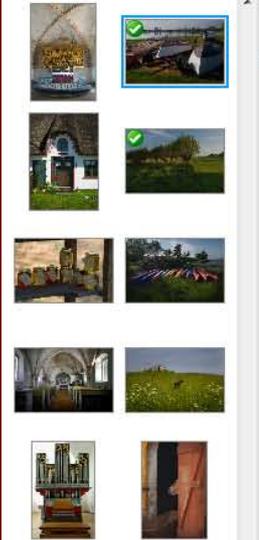
Preview Book

Back C... Front C... Title ... 1 2 Copyr... 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

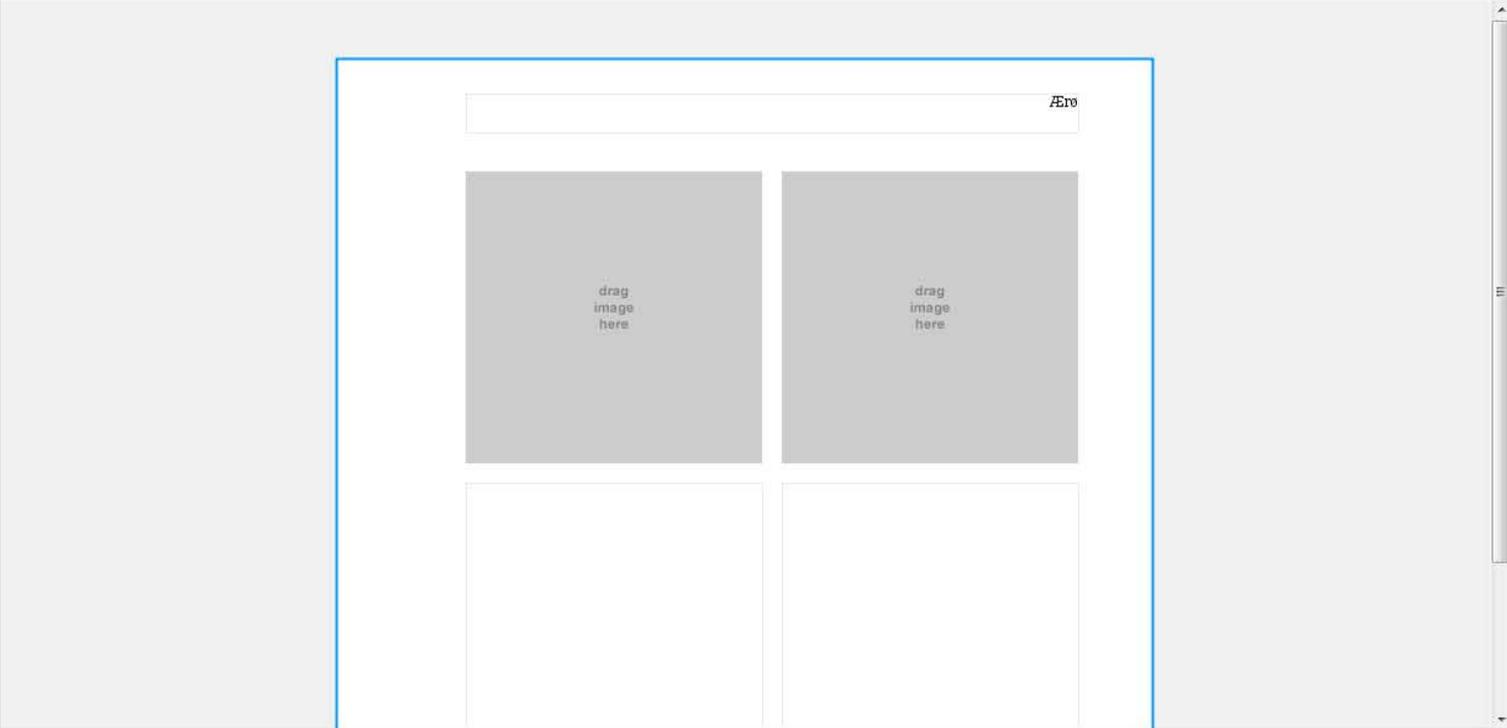
Apply Page Layout

Text Layouts

- Picture Layouts
- Text Layouts
- Chapter Title
- Title Pages
- Copyright
- Introduction
- Table of Contents
- Quotation Pages
- Collage
- Lined Pages
- Recipe Pages
- Index Pages
- Blank



- Themes
- Backgrounds
- Ornaments
- Borders
- Add Page
- Remove Page
- Get Photos
- Invite Contributors



MyPublisher and MPIX work in much the same way, although there are some differences which may or may not be important for what you are trying to do.

# Quick Comparison

- The color in MyPublisher seems to be better than Blurb (I haven't tried color with MPIX).
- None of them does a really good job on true black & white; consider pre-toning your images a bit if you want to use monochrome. Go a little overboard toward the yellow. Everything is printed on a color printer and the printer will default toward magenta when you're trying for black.
- MPIX has a set of filters as part of its template – black & white, sepia, and image fade, but B & W still has color in the final product.
- MyPublisher has more variety in the cover options than either MPIX or Blurb, although Blurb and MPIX have an "Image Wrap" option (entire cover is imprinted with art work), which MyPublisher does not offer.
- Blurb and MPIX give you the option of using an image twice in the same book. MyPublisher will "lock" an image once you've used it and not allow it to be dragged into the book a second time. This is a problem if you've created a two-page spread in PhotoShop or Illustrator and want to drag it in twice (once for the left hand page and again for the right hand page).

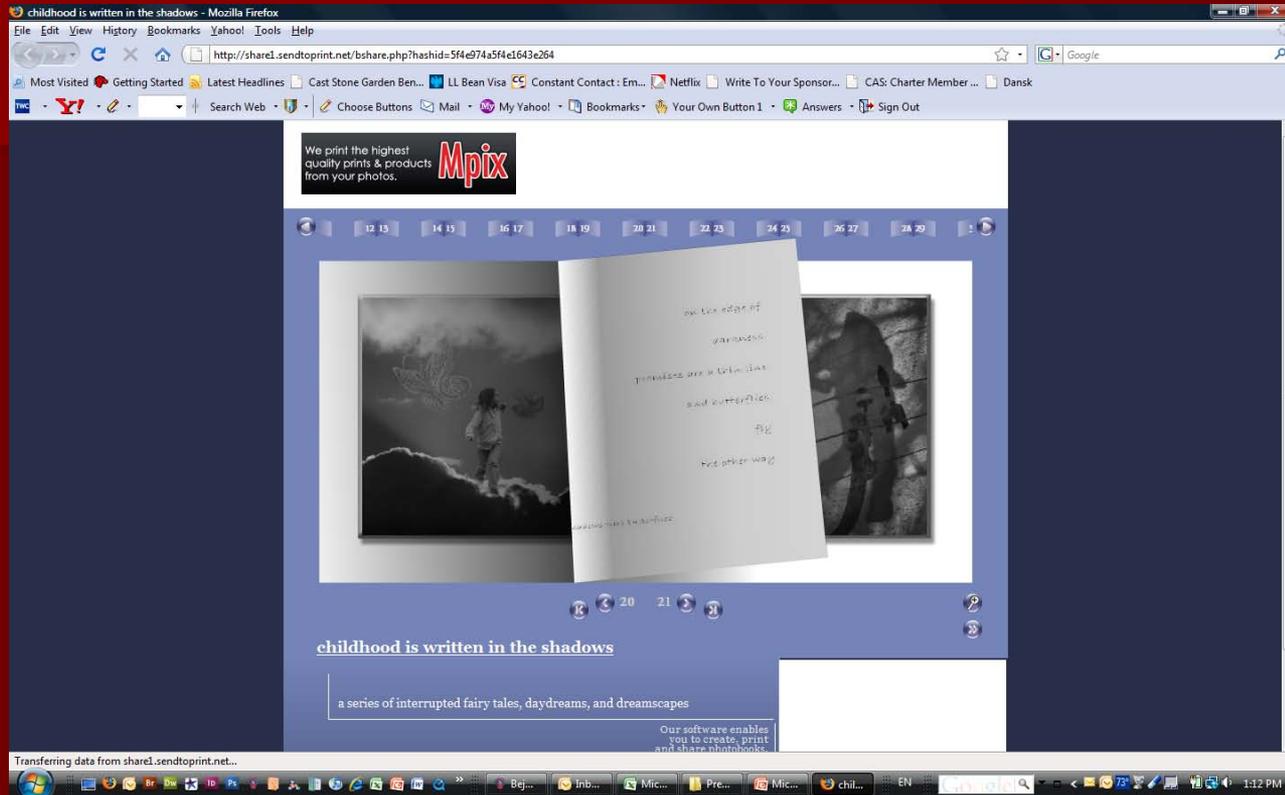
# Quick Comparison (cont.)

- MyPublisher offers "MyBookshelf" where you can invite people to view (and buy) the books you have made. It is not open to the public.
- MPIX allows you to upload the entire book to the web for public viewing. You can e-mail people to let them know where to find it, but they'll only be able to look – not buy.
- Blurb has an on-line bookstore. You choose whether you want your book to be public or private. To have a book listed for public viewing, you must have purchased at least one copy yourself.

# Quick Comparison (cont.)

- Pricing at MyPublisher and MPIX is a flat amount with no option for a portion of payment to go to the author/artist.
- Blurb offers the option of adding commission (royalties) to the price of the book. You can add any amount, including \$0).
- The price per book at Blurb is significantly less than MyPublisher and MPIX for the same size book, although MyPublisher sometimes has special offers for a sizeable discount on bulk orders.
- Blurb offers a discount for volume. The discount increases as the number of books increase.
- Like MyPublisher, MPIX is fairly expensive. A "suede"-covered 8" x 8" book starts at \$30 for 20 pages. Each page after that costs \$0.50. So far, I've found no discounts for bulk purchases.

# MPIX Book Sharing on the web



Visitors can look at the entire book, but there's no option to buy. It seems to be geared toward enticing people to download the software to make their own books. MPIX doesn't store your actual book, though. You have to re-upload each time you want to order.

# MyPublisher's MyBookshelf feature

The screenshot shows a Mozilla Firefox browser window displaying the MyPublisher website. The address bar shows the URL <http://www.mypublisher.com/bookshelf/>. The browser's toolbar includes various icons for navigation and search. The website's header features the MyPublisher logo and the tagline "Turn your digital photos into coffee table books." A navigation menu includes links for "LEARN HOW", "PRODUCTS & PRICING", "FORUMS", "BOOK STYLES", "MYBOOKSHELF", and "HELP". A "GET STARTED: DOWNLOAD BOOKMAKER" button is also present.

The main content area is titled "Welcome to MyBookshelf" with the subtitle "View, reorder, or share your creations with friends". It contains three sections:

- Free Online Sharing!**: MyPublisher makes it easy to share your completed creations with friends and family. Just log into MyBookshelf using your Order ID and password and click "share." There is no limit to how many people you can share your order with.
- Free Online Storage! Reorder Without Uploading.**: MyBookshelf provides free storage and protection for all orders from MyPublisher. MyPublisher keeps a copy of all your orders in storage, so you can access, reorder, and share them anytime you want!
- Enter your order number to view, reorder, or share your order.** (Your order number and password are e-mailed to you when your online version is created.)

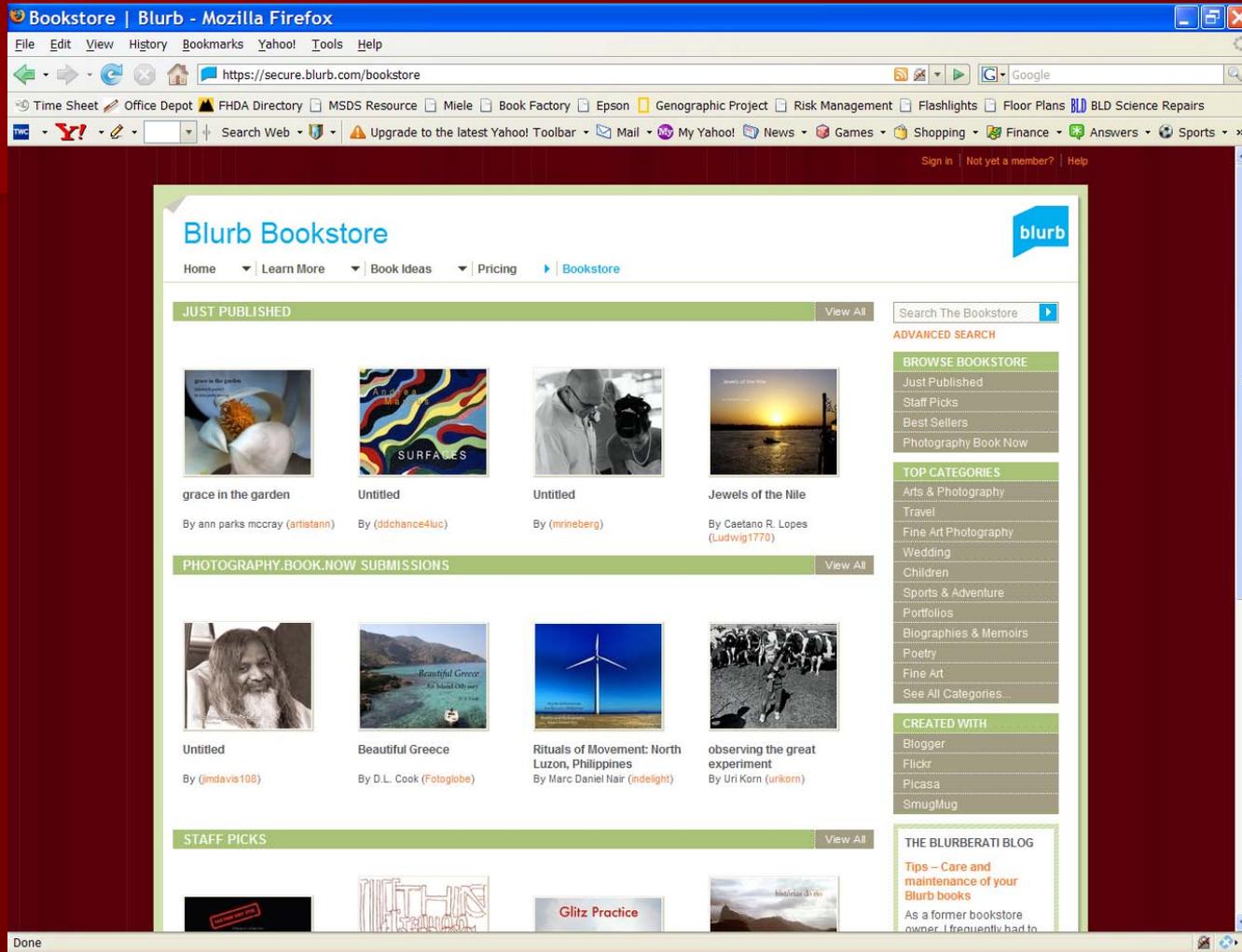
Below the text, there are images of various book styles: "DELUXE HARDCOVER", "POCKETBOOK", "CLASSIC BOOK JACKET", and "NANTUCKET WEEKEND JOURNAL". A "View All Products & Pricing" link is provided.

On the right side, there is an "Order #" input field and a "CONTINUE" button. Below this, there is a "Haven't started?" section with a link to "Download MyPublisher Now >".

The footer contains links for "About MyPublisher", "Contact Us", "Support", "Shipping", "Privacy Policy", "Terms of Service", and "Press Room". It also includes copyright information: "© 2002—2006 My Publisher, Inc. All rights reserved." and regional links for "MyPublisher UK" and "MyPublisher EU".

Visitors can buy directly from the site, but can't browse through books uploaded by *other* authors/artists.

# Blurb's searchable on-line bookstore



Blurb allows browsers to see the first 15 pages of a book (author has the option to turn the feature on or off), with its Book Preview.

# Some drawbacks of on-line publishing:

- The choice of papers is very limited.
- A soft cover book at Blurb with fewer than 80 pages will have no imprint on the spine.
- MPIX will print a maximum of 50 pages.
- Only a few internet publishing companies offer the option of including an ISBN number or bar code at this time.

# And on the plus side:

- The author/artist retains all copyright to his or her work.
- You can use a self-published book as a "dummy" to send around to publishing houses if you're trying to get published by the "real" world.
- Publishing is *easy*.
- The cost of reproducing your work is reasonable.
- Self-publishing, which used to be labeled "vanity press", is now a respectable art form.

**But most important . . .**

- Publishing is fun!