



Working With Books For Big Bucks!

<http://www.jewel-images.com/books.zip>



Julia Kelleher, M. Photog., Cr., CPP

- Certified Professional Photographer. Master Photographic Craftsman.
- Studio Owner: Newborns | Families | Babies
- Independent Consultant For Time Exposure & ProSelect
- Education | Distance Learning | Workshops | Templates
- <http://www.jewelUeducation.com>





What You'll Learn Today

Navigating The “Working With Books” Module.

How To Design Both Session Albums and Press Style Books.
The Difference b/w Matted Books & Composite Books.

Quick Tips and Speedy Solutions For Adding Images.

What Is a Book Design and How To Create Them.
Using & Sorting Templates For Your Book.

Using Hi-Res Production To Output your Final Files For The Lab.



Navigating Around

Working With Books



Images



Layouts



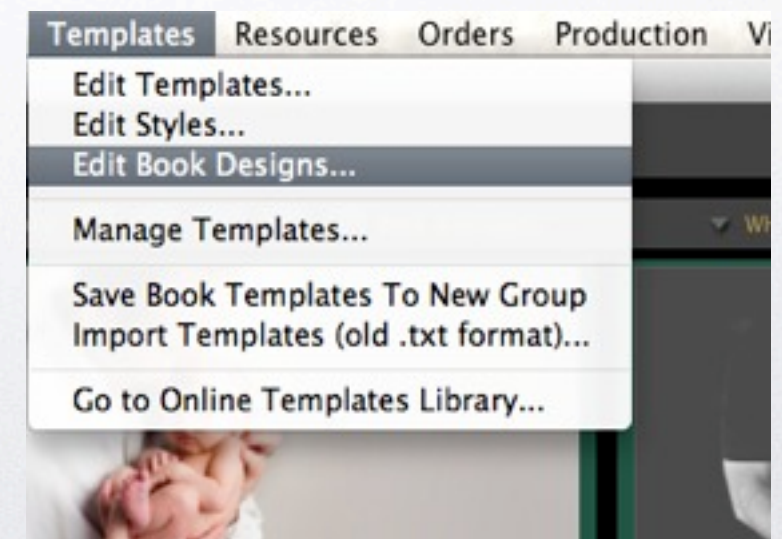
Rooms



Books

The User Interface

- Books Module Icon is located in the upper right tool bar. This is where you create ALL press or matted layout-style books.
- Similar to Layouts, but each group of layouts in “Working With Books” is a Client book/album and each layout of a book becomes a page in that book.
- You can use all viewing modes (thumbnail, slideshow, image view and cropping view), expect Select a size in the “Working With Books” Module.
- The size and structure of the book is determined by its “Book Design.” SET THIS FIRST BEFORE DESIGNING!





Type of Books

Session album = an album with actual photographic prints in it (traditional photo album).

Press album = an album where the images and design are all printed on each individual page (coffee table book).



Matted or Composite?

- A matted book is one where you will order multiple images per page that will go into the album in a true, traditional matted format.

There may be one image (jpg) per page or 5 depending on the layout. For Ex: Finao Bookbound Art or Seldex Gallery albums or a simple Jlee session album.

- A composite book is one that you will order as a Press Printed Style. For Ex: WHCC Album or Hinged Book.

In other words, the entire layout of each page will be produced and ordered as one jpg. 20 page book=20 jpgs.



Creating A Book Design

- You must set the size specifications of a book before you begin to design its layout.
- Templates > Edit Book Designs
Enter: Size, Gutter, Bleed and Design Specifications.
- The top most design will be your default design.



Creating A Book Design

1. Page Format: Choose Matted or Composite Layout

2. Book Options:

a. Double sided: This allows for gutter-less, 2-page spreads.

b. Start of the left side: check if your lab starts printing on the left.

c. Front Cover Image: This allows you to insert an image for the cover.

d. Back Cover Image: This allows you to insert an image for the back cover

Caution: The back and front cover images are usually a different bleed and cut line specification from the album pages (check with your lab). There is no support in ProSelect yet for changing JUST the cover measurements, so you will have to produce in Photoshop and resize to make the cover fit with your labs specifications.

Select Book Design

Default Book Design
Default Book Design copy
WHCC 10 x 10 Design
WHCC 8 x 8 Book Design
Finao ONE 10 x 10
5 x 7 Book Design
12" x 12" Square DS
14" x 16" Small Rect DS
14" x 18" Large Rect DS

Drag row to change order.
Default design on top.

Add Import
Duplicate Export
Delete

Design Settings

Name: WHCC 10 x 10 Design Feb 16, 2010

Author: ProSelect

Page Format: ☒ Composite Layout
☐ Traditional Matted Layout

Book Options: ☒ Double-Sided
☐ Start on Left Side
☐ Front Cover Image
☐ Back Cover Image

Min. Sides: 2
Max. Sides: 99 (excluding Cover Page)

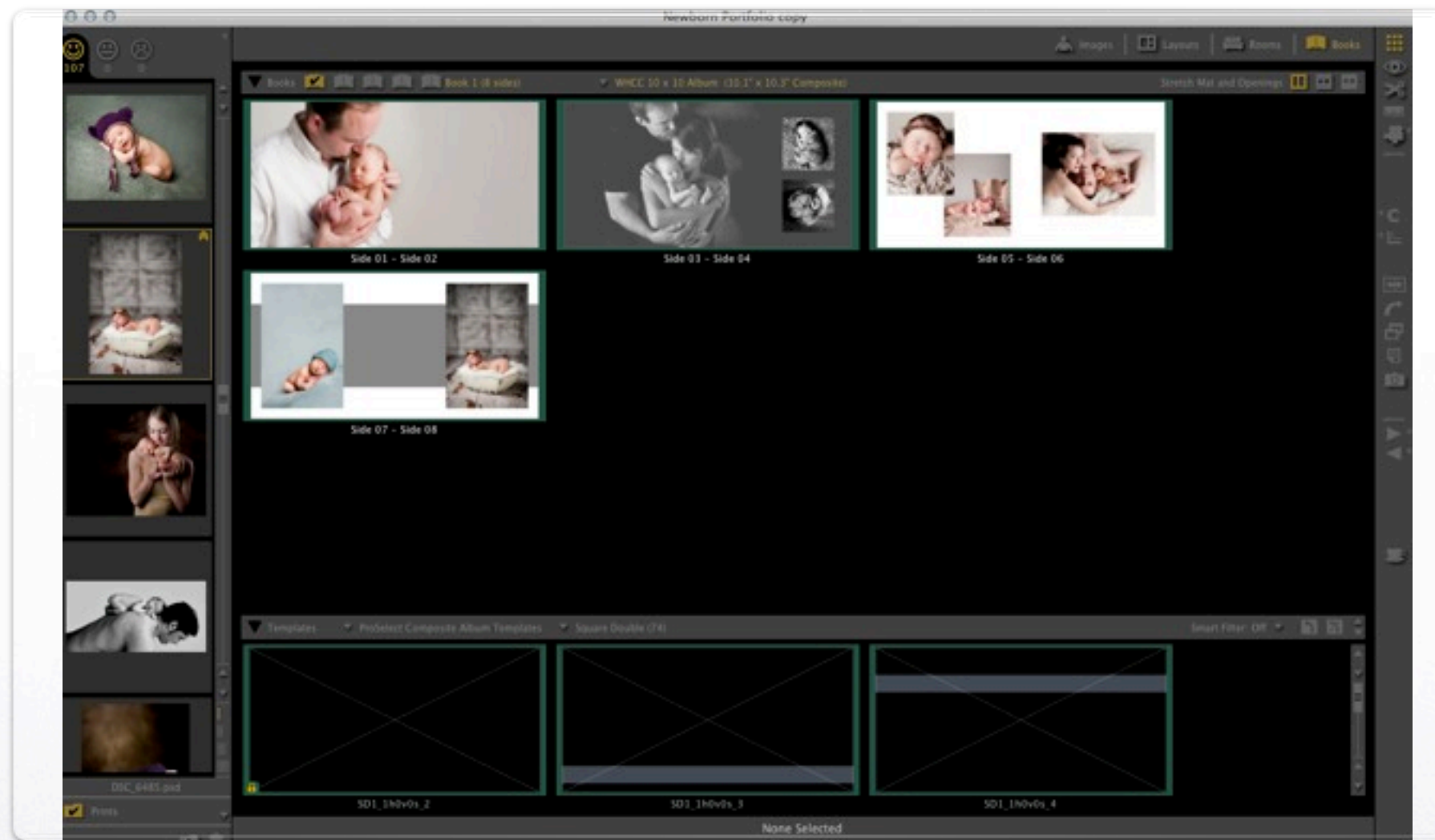
Production Style: Default

Page Width: 9.875 in
Page Height: 10.250
Cutter: 0.125 Bleed: 0.250

Apply Changes

Get these numbers from your labs blank page Photoshop templates

Close



Ready To Start Designing?

There are 2 types of templates you can use.



ProSelect Templates Vs. Overlay Templates

- A standard ProSelect template is one that you create SOLEY inside ProSelect using the template editor.
- You can purchase TE's composite album collection---A set of 500 ready made templates to use in the Books Module.
- ProSelect templates and overlay templates can be stretched into ANY size book design. This is great for building composite books.
- Preferences>General Settings>Templates Layouts & Books>Book Design Options>Set to "Allow odd shape templates to be used," and "Stretching the mat & the holes."
- Overlay templates are Photoshop templates that have been modified in Photoshop and then imported into ProSelect.
- See Webinar archives or www.jewelUeducation.com for Photoshop tutorial.



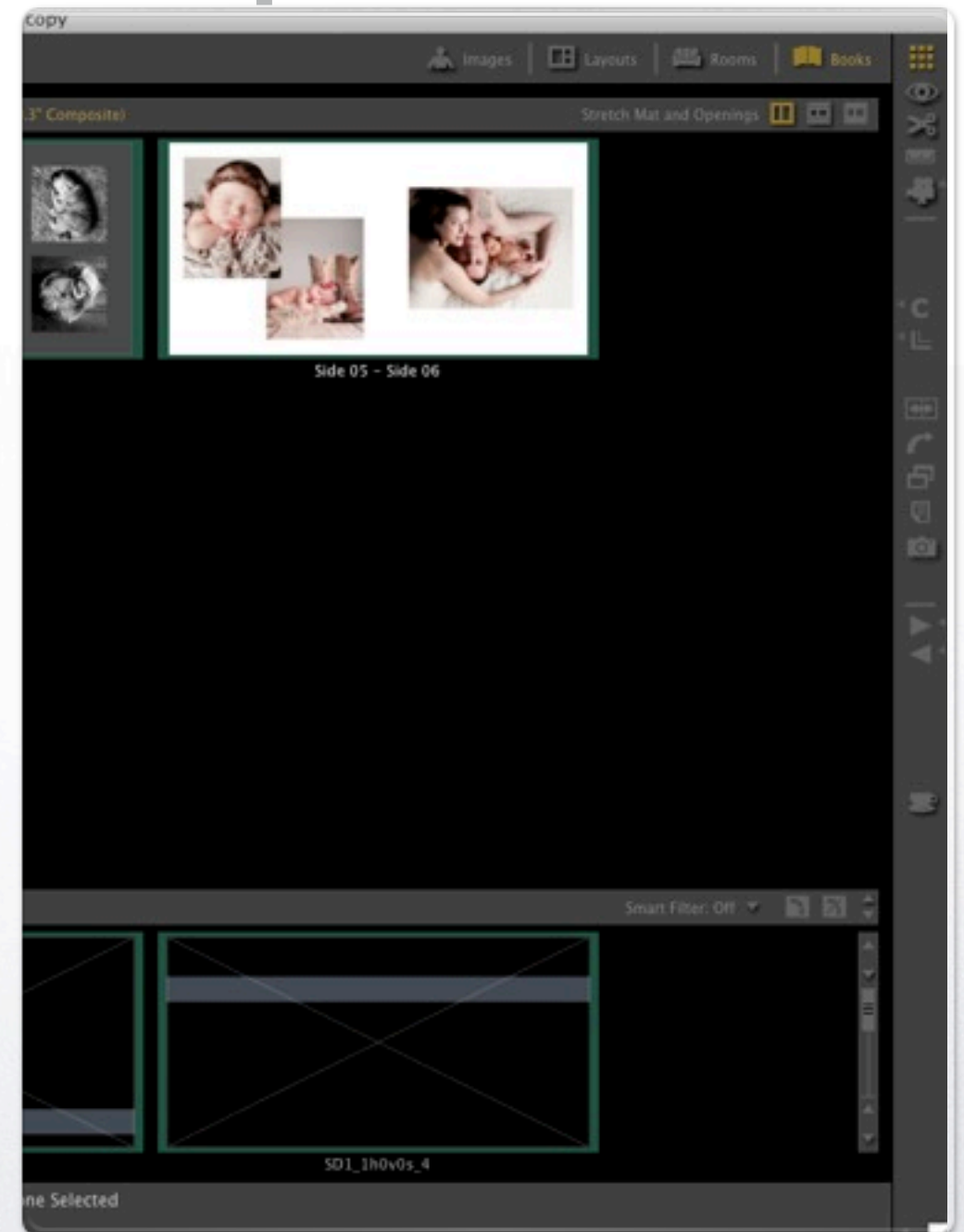
ProSelect Templates

- Traditional matted books are best built using fixed size Standard ProSelect templates that match the page size so the holes are in the correct position to where your album manufacturer has them.
- When designing templates for Traditional matted books, the opening sizes should be set to be the size that you want the output print to be. This assumes that a supplier/lab will make the physical matt slightly smaller to allow some overlap for attaching the print.
- *You can use templates designed for Traditional matted books in a composite design and produce each page on one piece of paper that you just lay the mat over. In this case you might want to turn off the previously mentioned Preferences settings so no stretching is done in case you use a template that is NOT the same size as the page size.*



Designing=Drag & Drop

- Select Thumbnail View
- Select Your Book Design
- Select a template from below the gray bar and drag it above. A new page layout based on that template and the selected Book Design will be added to your new book.
- Or Double click a template from below the bar and it will be added to your book.
- Drag and drop images from your clients files into the template image holes and start getting creative!



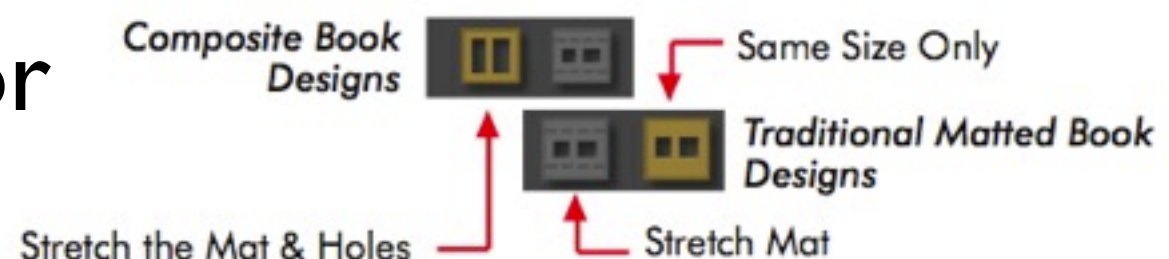


Making Book Adjustments

- To change a page order, simply highlight and drag the page to the location you want it.
- To add a cover image, simply drag and drop an image into the default cover image template. (your book design must have cover page box checked for the cover page default template to show up).
- You cannot drop a page or template into a “spacer” page (page with a black X through it).
 - You can use the Alt/Opt key to drag a new template into a page.
 - To swap the position of two pages, drop the first page onto the other while holding down the Alt/Opt key.
- Drag a page into a template to add that template to the album alongside the original page with the same images in the new page.
- To create the same book in a different size, set up a different book design in a new Book set. Select all pages in the current size book, then pressing the Alt/Opt key drag them to the new set. This will copy the book to the new set/book design.
- Image view and CroppingView tools work with Books just like they do with Layouts. You can flip, rotate, tilt and zoom images within a Book Layout.

Template Fitting Behavior

Since the selected Book Design specifies the ultimate shape of each page, all templates that don't match the same size and shape will be adjusted to fit. Fitting behaviour is controlled by the buttons at the top right corner of the books bar.



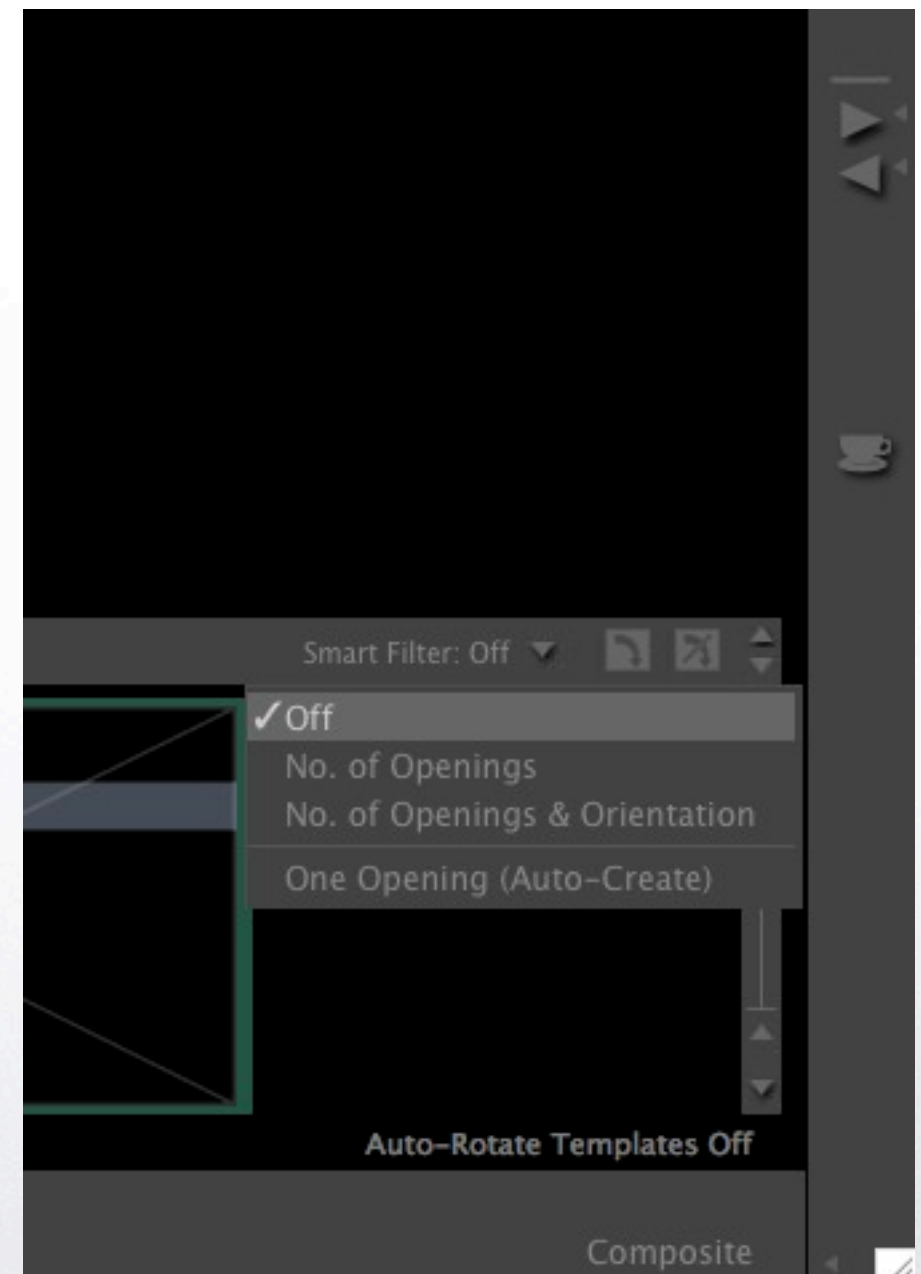


Fast Book Building Techniques

ProSelect includes features to help you quickly assemble your books.

These can also be used when Working with Layouts.

- **Smart Filter** - Only shows templates in the selected Template Group (or *All Groups*) with the same number of openings (and optionally with the same orientation) as the number of images you have currently selected in the image list.
- **Smart Drop** - Images are automatically placed into template openings by correct orientation when dropped onto a template below the “bar” in thumbnail view.
- **Auto-Populate** - Quickly create and/or fill multiple pages.





Smart Filters

A. *No. of Openings* - show all templates with the same number of openings as the number of selected images regardless of orientation.

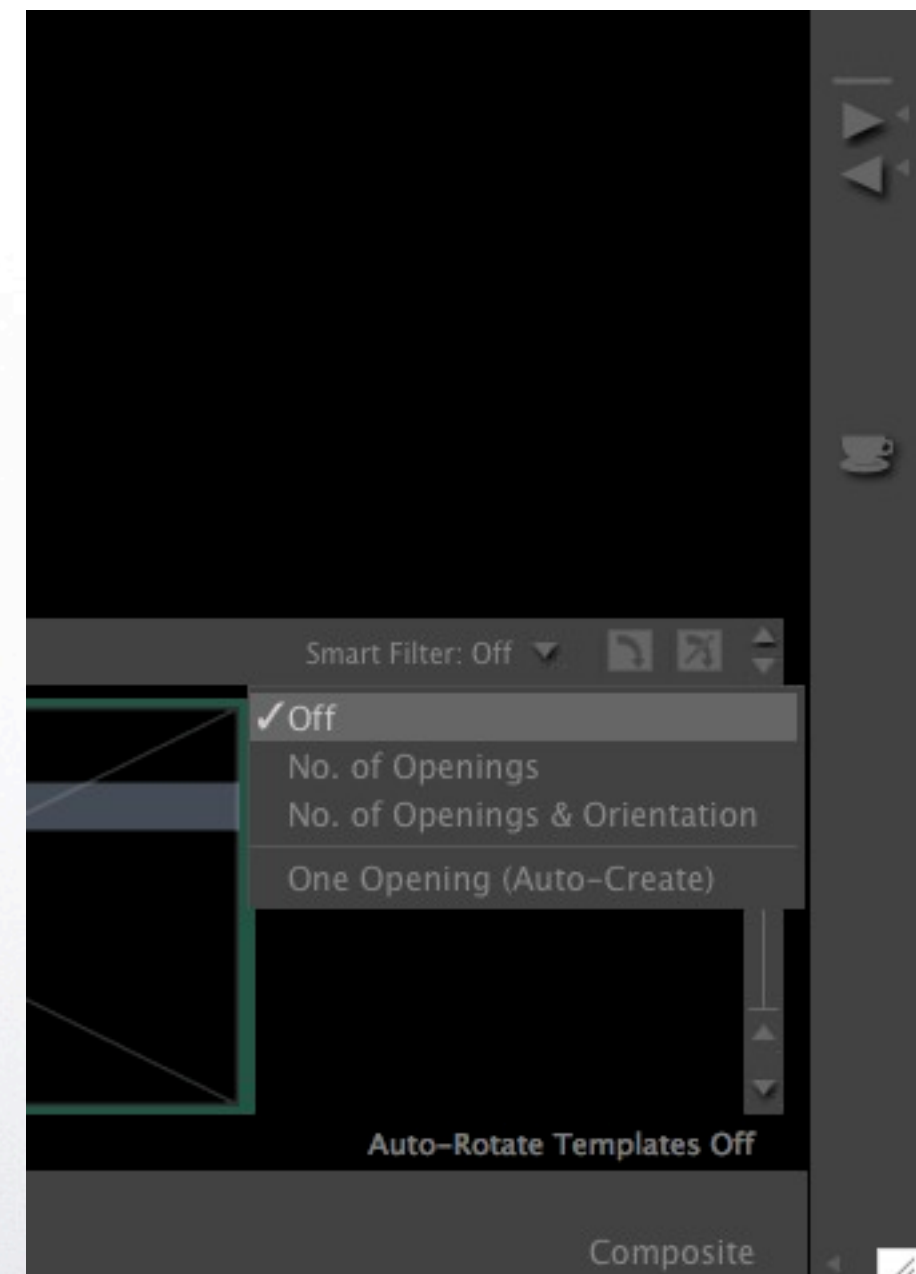
B. *No. of Openings & Orientation* - same as above but also require matching orientation (“close-to-square” openings will match either image orientation).

If you are using a square book design AND have the *Auto-Rotate Templates* button on, any templates that will match if they are rotated will also be displayed. These ones will also be rotated when they are added to the album.

C. *One Opening (Auto-create)* - this special case Smart Filter can be used when you are designing an album with one image per page. When *One Opening (Auto-Create)* selected, only templates with one opening are shown regardless of the number of images selected. If you drop the images onto a template, a new page for each image will be created with the selected template.

If you are using a square Book Design AND have the Auto-Rotate Templates button on, the templates will be automatically rotated to match the image orientation.

See Manual Pages 70-72 For More techniques





Fun, Useful Book Tip

- Once you have a book finished and you love the layout, and want to keep it for future use.....

Templates>Save book Templates To Group

This will save the empty set of templates as a new group. Later you can simply select all of these pages, drag them into a new book and fill the holes with images.



Book Reports

- Use the Book Report (File > Print Book Report) to produce proof sheets of your book. It shows sizes, image, names and page notes.





Hi-Res Production

Books are the one product you do NOT have to put in the shopping cart to send to Production.

- **Production>Send Book To Production** *This will put selected or all books pages into the Production Queue.*
- **Production>Produce Hi-Res Images** *This will open up Production window where you can tell ProSelect to work with Photoshop and make your pages.*



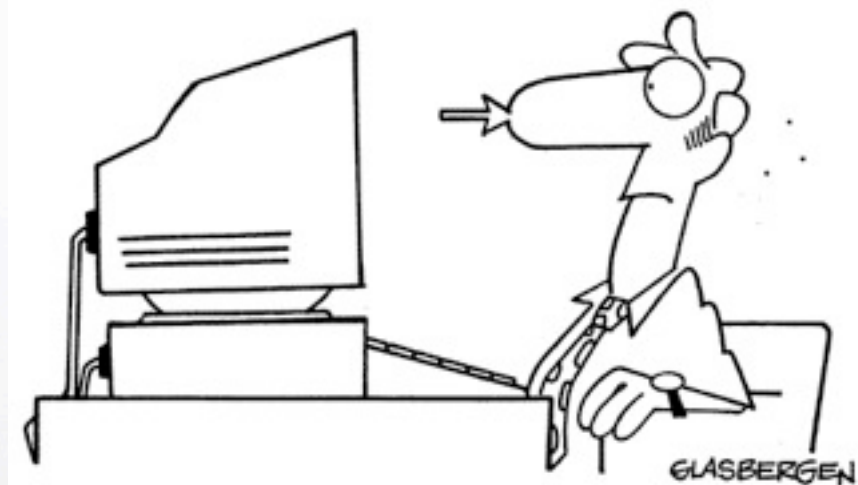
JEWEL EDUCATION

www.jewelUeducation.com

Pricing Guides: High End, Volume and Baby Plan
ProSelect Wall & Canvas Templates
Ordering Kit and Room View Guide For Clients
Vendor Co-Marketing Kit
Newborn Posing Guide
Complete Baby Plan

In-Person Mentoring: Newborns | Biz Management
Workshops and Upcoming Events
Newsletter Sign Up For a FREE gift!

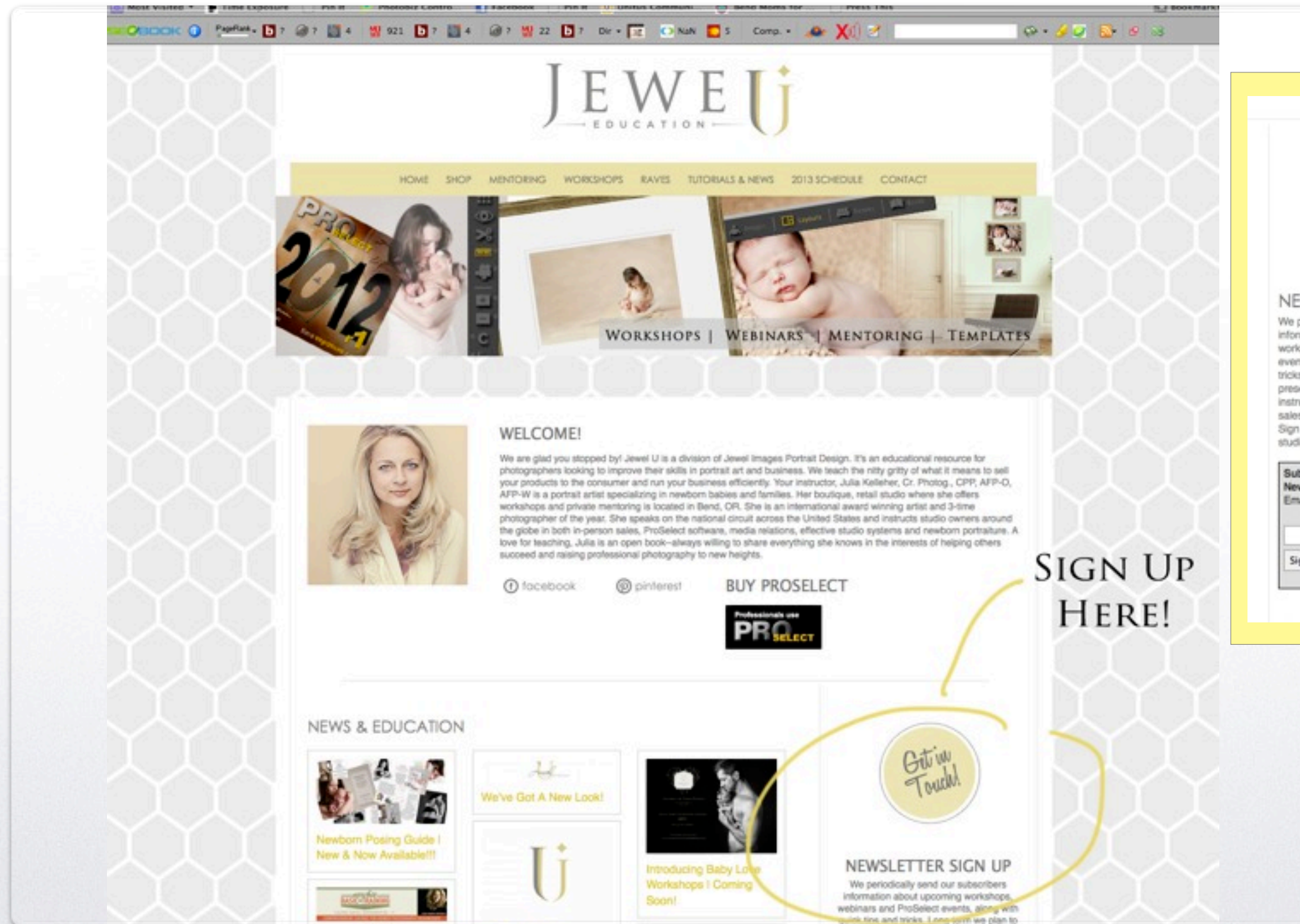
© 1998 Randy Glasbergen.
www.glasbergen.com



**Tired of being pushed around his whole life,
the Brave Little Cursor finally rebelled.**



Sign Up For Our Newsletter & Get A Free Goodie



www.jewelUeducation.com



CYO Pricing Guide



1

Choose Two :

Wall Art
Digital Files
Albums

2

Choose Three or More Gift Prints:

8 x 10
8 x 8
5 x 10
5 x 7
Wallets

3
(optional)

Choose Boutique Items

Our Platinum Create Your Own Collection is made to be flexible, so you can custom create a portrait collection that will best compliment your home and your personal needs. Just follow the three steps!

Price \$159

www.jewelUeducation.com





The Newborn Posing Guide

- 50 pages of Instruction on how to photograph newborns
- PDF Format and/or print as a 5 x 7 Proof Book you can take anywhere!

Price \$149.

order online: www.jewelUeducation.com

- Easy Lighting Set Up.
- Bean Bag Set-Up For Smooth Blanket Backgrounds & Creamy Bokeh.
- How To Swaddle and Wrap Baby.
- How To Sooth Baby To Sleep-The 5 S's that always make our babies sleep!
- Tips on Composition and Set Design.
- How to Capture a Newborn "Smile".
- Poses Of Baby Alone.
- Poses of Baby with Dad & Mom - Relationship Portraiture.
- Poses of Baby with Single and Multiple Siblings – Relationship Portraiture.
- Poses of Baby with the Whole Family – Relationship Portraiture.
- Specialty Posing With Unique Props.
- The Hanging Baby in a Scale Shot & Chin In Hands.
- Over 40 different poses included for sleeping baby or AWAKE.
- Baby Safety and More!!!





The Bijou Baby Plan Kit

Complete Bijou Baby Plan At a Glance:

- 8 page (front and back) boutique-cut pricing guide for your clients
- Bag tags, cookie tags, stickers and promotional ideas for your plan
 - Information to design a Baby Plan Welcome basket
 - Text and wording for baby stages and session preparation
 - Bonus Incentives To Push the Sale Higher
 - A Promotional Tri-Fold
 - ...and much more!

Includes All Files, Info, Product Resources and more!



Price \$179
order online:

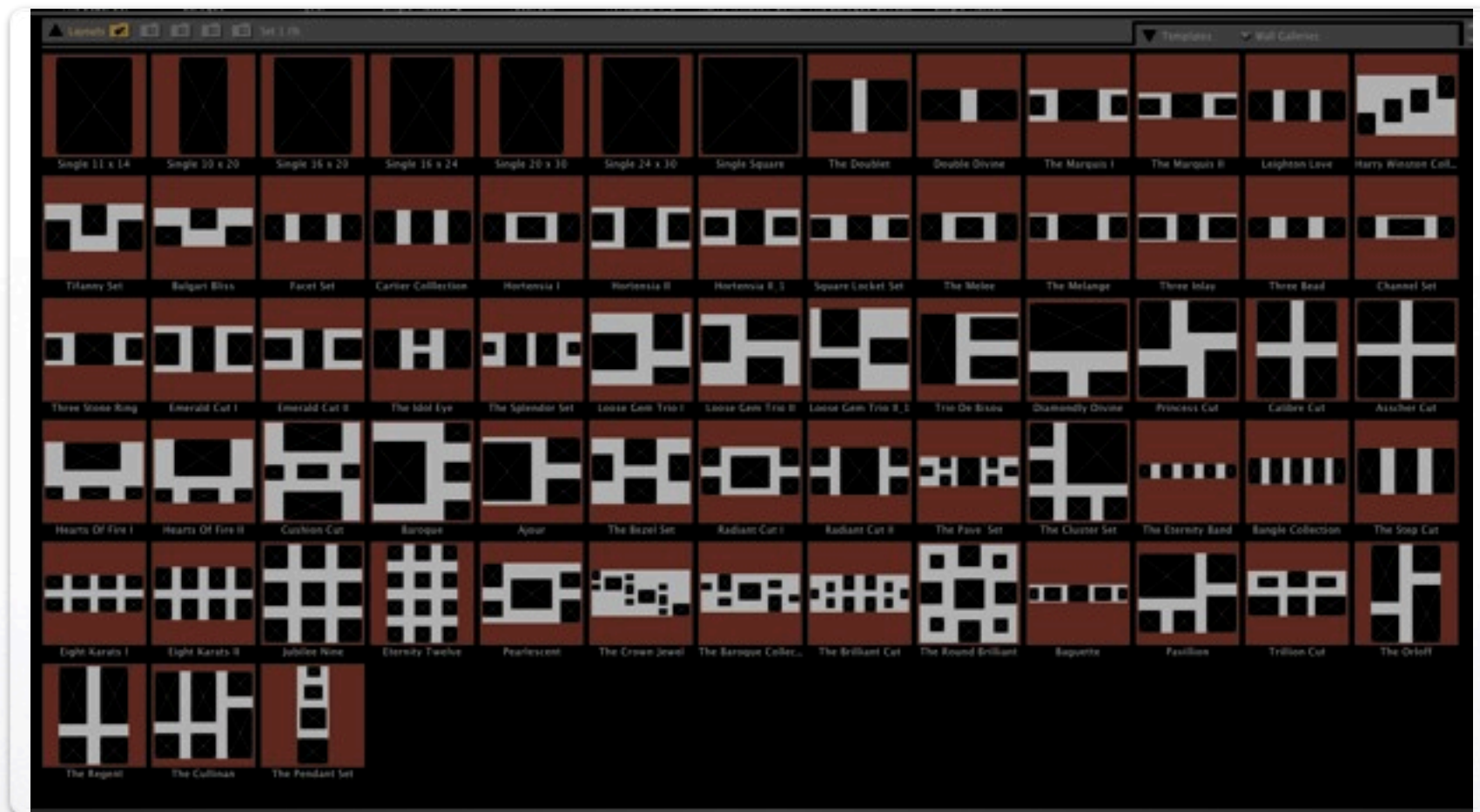
www.jewelUeducation.com



We just started using this kit (our revamped plan) with our own clients, and EVERY SINGLE newborn client we have shown it to has signed up!



Wall Gallery Templates

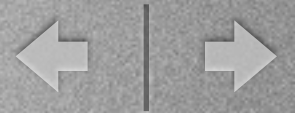


For ProSelect

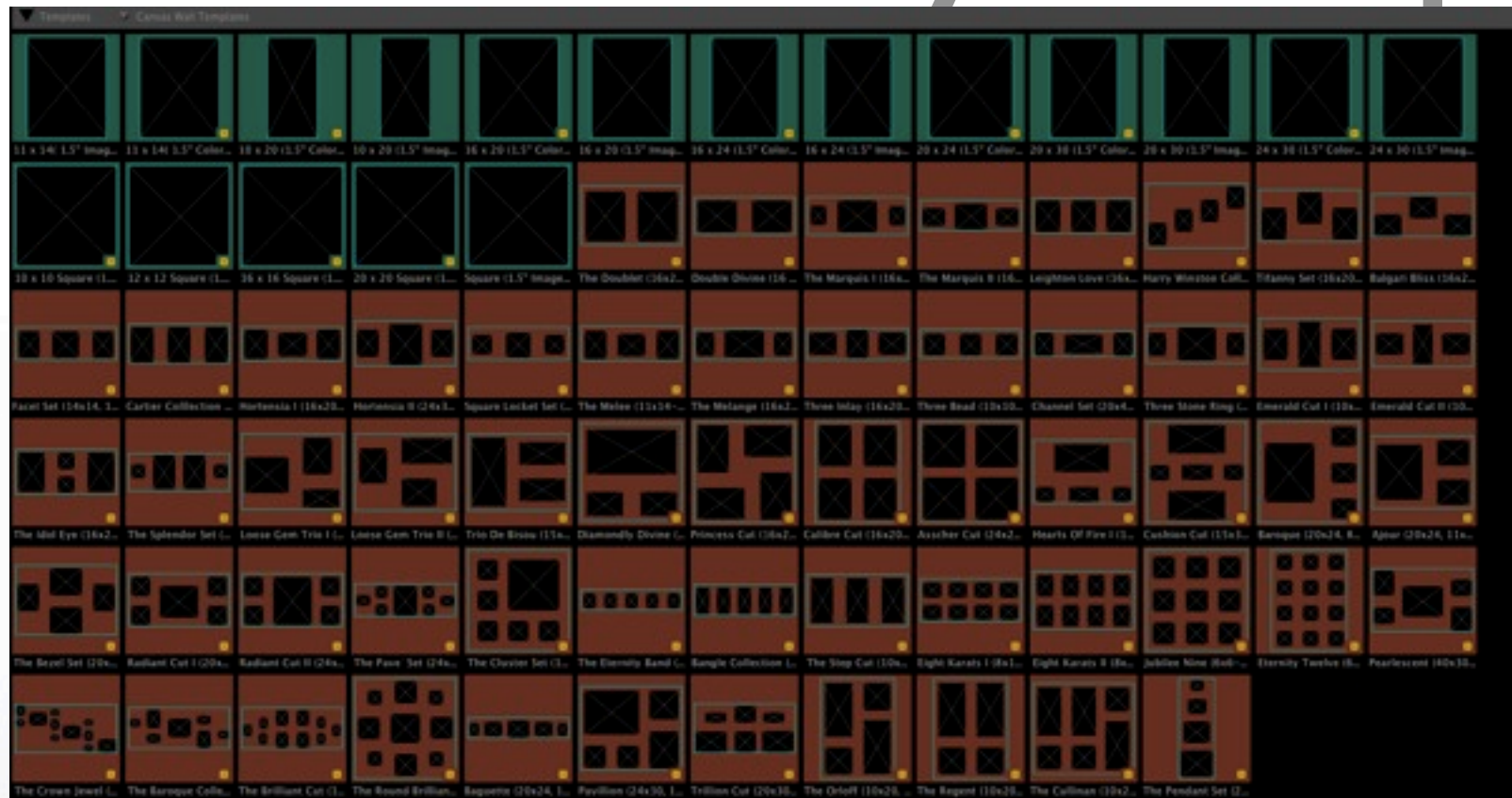
Customizable, Rotate-able, Flippable, Compatible With Room View.

Instant Download.

Regular \$139.



Canvas Gallery Templates



For ProSelect

Customizable, Rotate-able, Flippable, Compatible With Working With Rooms. Shows true canvas wrap on your images. Templates for image wrap and color border wraps.

Includes styles to change border colors. Can be split apart and customized to your clients liking. Send through ProSelect's HRP to create a lab ready jpg of your canvas.

Instant Download. Only Compatible with 2011R2 or later.

Regular \$139.



The Ordering Kit & Room View Guide

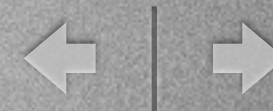


Price \$65.

order online: www.jewelimagesworkshops.com



2013 Speaking Schedule



JANUARY 20-22
ATLANTA, GA
GEORGIA WORLD CONGRESS CENTER

- ◆ Imaging USA | January 22, 2013 | 9:30 am | Platform Class: The Art & Emotion of Newborn Portraiture
- ◆ PP of Oregon February 15th, 2013 | All Day Course | Newborn Portraiture
- ◆ PP of Ohio | February 21-22, 2013 | Newborn/Kids Workshop | Media Relations Platform Class
- ◆ Private Workshop | April 25-28, 2013 | Jewel Image Studio | Advanced Newborn Techniques
- ◆ PP of Minnesota | May 6, 2013 | Marketing Strategies | ProSelect | Sales
- ◆ Image Explorations | July 2013 - 5 days | British Columbia, Canada | ProSelect-Sales Techniques-Newborn Portraiture





Facebook

www.facebook.com/proselect

www.facebook.com/Julia.L.Kelleher