INTER2 graphic design: big book project

Create a complete book in InDesign, including the book cover, which you could send for professional digital printing at <u>blurb.com</u>.

You will first need to go to <u>blurb.com</u> and decide on a format and get the correct sizes and settings for InDesign — you can use the Blurb InDesign plugin as described on the next page.

The book should be at least 24 pages long. It should be in the correct format such that you could send it to blurb.com for a real print run. Whether you do in fact have it printed is your choice.

The book could be, for example…

- a photo book, with captions, of your life so far — as a gift to for example your family

- any other subject that includes lots of images, for example one previous student did a book on gardening, another on favourite cooking recipes, and another walked Montmartre with two friends and took interesting photos and described the experience.

If you use stock photos, like from Shutterstock, you can leave the photos with watermark so as not to purchase these images. This is the only situation where your images are allowed to be pixelized. You can use dummy placeholder latin texts to fill spaces which would usually have writing.

Note 1: in a book one is generally looking for "identity and rhythm". I'll explain in class.
Note 2: with the exception of watermarked stock items, you will lose marks if your book images are pixelized because the source imagers were too small.

Deliverables and timing

The book that you could be sending to Blurb for printing consists of two PDFs: the content (the pages) and the cover. Make sure that your PDF for-print settings are correct, as specified by Blurb. (Blurb seems to automatically correct image colour profile in pre-production. How nice.)

1. Name the book cover `cover_SURNAME_firstname.pdf`

2. Name the book content `content_SURNAME_firstname.pdf`

3. If there are any notes you wish to write to your teacher, for example stating a reason why certain images are substandard, then place this in a file `readme_SURNAME_firstname.txt`

4. Place the above files in a directory called `book_SURNAME_firstname`

5. ZIP this file to become `book_SURNAME_firstname.zip` and this is the file you upload.

You will need to present your book to the class in a 7-10 minute presentation.

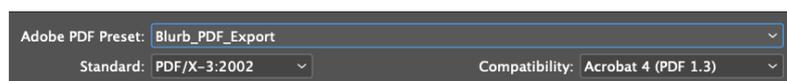Deadlines and timing are as shown on my website.

big book project — addendum

How to download and install the Blurb InDesign plug-in
Note that you need two PDF files to send a book to Blurb for printing: 1. book cover; 2. book pages. It is very difficult to get the settings and dimensions right for the book cover without using the Blurb InDesign plugin.

To download and install the Blurb plugin…

· Log in to blurb.com if you have an account; or create an account and log in.

· Click on "Adobe InDesign Plug-In" which you find halfway down the Blurb homepage.

· Click the button DOWNLOAD THE ADOBE INDESIGN PLUG-IN.

· Install the plugin.

· To use the plugin, in InDesign go » File » Blurb Book Creator…
  — first create a page template
  — then, when you know how many pages you finally want, create a cover template.

When you have completed your book project and are ready to prepare your PDF for upload to Blurb, use the Adobe PDF Preset as shown below…

Note on image sizing
For Blurb (and for offset printing in general), images should be at least 300 dpi (dpi means dots-per-inch or pixels/inch, which is about 120 pixels/cm). If an image is too small, the result in print shows a pixelised rendering — ugly!

To always know if images are large enough, have a look at the "Useful tip" in the Bits & Pieces lesson page 3.

To enlarge an image in Photoshop, there are several possibilities, for example you can enlarge images "conventionally" to a limited extent. Go » Image » Image Size, and with Resample switched on, increase the size of the image using the "Preserve Details 2.0" option, as shown here. Depending on the image, you might (or might not) get away with increasing the image size a lot — maybe 30%. Try this, and then look to see if the result is good enough.

Note on consistency
A recommended way to start a book (or any large many-page document) is to initially design the first few pages in InDesign, trying a few possibilities until you have homed in on what you want.

Then…

· Open the "Parent-A" page from the Pages panel and (with the rulers showing) drag in guides to freeze the positions of titles, text areas etc. I will demonstrate this in class — and if I do not then remind me!

· Create Paragraph Styles for your heading(s) and paragraph text. The when you later want to change a text parameter (applied to the whole book) this is easy to do.

Running titles and page numbers
You are expected to have these. See InDesign Lesson 2 page 1.