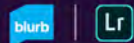


## Create Books in Adobe Lightroom

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

33 and counting .....



### LIGHTROOM CC & CLASSIC: PUT YOUR PHOTOS IN PRINT

Make a book or magazine with Blurb integrations for Adobe Lightroom, whether you're using Classic or CC.

GET STARTED



## Design Principles

- KISS! Keep it simple ...
- User should not realize the book was designed!
- The design should not distract from the material.

## Create Books in Lightroom

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

### LIGHTROOM CC + BLURB: HOW IT WORKS



#### DOWNLOAD OUR FREE TOOL

Use BookWright, the free desktop layout software to create books, magazines.



#### IMPORT YOUR LIGHTROOM CC PHOTOS

Select your photos for your book layouts from your Lightroom CC catalog using BookWright's Photo Manager module.



#### CREATE YOUR LIGHTROOM PHOTO BOOK

Place your photos into layouts using built-in premade layouts, or customize your own for your **photo book** or magazine.

## Create Books in Lightroom

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

### LIGHTROOM CLASSIC CC: THE BUILT-IN BOOK MODULE

Photo editing and book-making all in one place.



Blurb is already part of Lightroom Classic! Never leave your everyday workflow with the built-in module.

- Photo edits replicate to the files in your Book layouts.
- Customize over 100 book layouts.
- Click-and-drag fields with rich text formatting options.
- Now! Now supporting Trade Books, Magazines and Layflat Photo Books!

## Create Books in Lightroom

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

### CHOOSE A FORMAT FOR YOUR LIGHTROOM PHOTOS

You can make any format in BookWright



#### PHOTO BOOKS

Designed to make images look their best, print your work on a range of paper types in a range of sizes, including Layflat!



#### TRADE BOOKS

Optimized for higher page counts and more copies, a lower price point sets you up for a print project with a profit margin.



#### MAGAZINES

A timeless glossy or luxe quarterly, use this classic medium to combine text and images for shorter or serial content.



#### LAYFLAT PHOTO BOOKS

For edge-to-edge spreads without a center break, show off those big group shots or broad travel panoramas.

## Design Principles

- All of the bookmaking programs work basically the same way.
- **Step 1:** collect desired images in a folder or in a "collection" (LR and Photos).
- **Step 2:** for Blurb, Shutterfly, MyPub, upload image files to the program.
- **Step 3:** "drag & drop" photos into page templates and design layouts.
- **Step 4:** Add text.

## Design Principles

- Clean, uncluttered pages.
- Use simple book designs and keep it consistent.
  - Generally 1-4 photos on a page.
  - Use 2-page spreads when appropriate.
- Simple backgrounds.
  - Or a photo background used very lightly.
  - Or light gray or pastels used as accent.
- Elegance! Little things mean a lot!

## Design Principles: Fonts

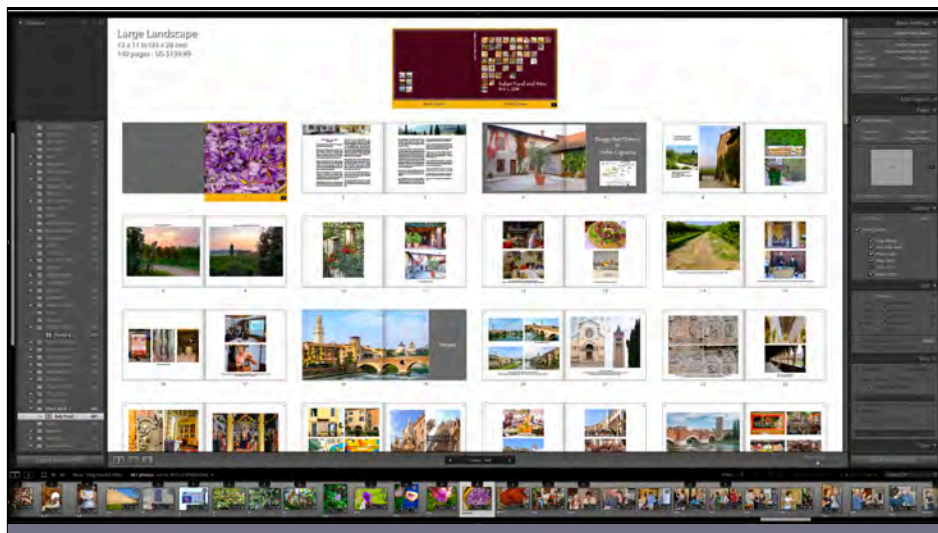
- Use only one or two fonts.
- Use common fonts such as **TIMES**, **Helvetica**, **Myriad Pro**. But I do like **PAPYRUS**.
- Fonts for text should be 10-12 points. Use about 15-20 picas as leading.

## Design Principles

- As the books are largely a chronicle of travel, the photos are placed in chronological order.
  - If appropriate — say for a safari book — there are separate sections or chapters on each animal or group of animals.
- For travel books, there are usually maps to illustrate the trip. (Use screen shots from Google Earth.)
- Generally have animals or birds heading **out** of the page!
- Make sure images on facing pages don't clash!
- Images on facing pages should go into the gutter.
- **NO FOOF!**

## Design Principles: Images

- Use high resolution images. Jpegs OK.
- Edit them carefully.
  - No dust spots or crooked horizons!
  - No off-kilter buildings.
- **When editing raise the exposure about 0.5 to 1.0 stop.** Photos look different on your screen (when backlight and in RGB) than when printed on a page in CMYK).
- Edit in consistent light!





## Making Books in Lightroom

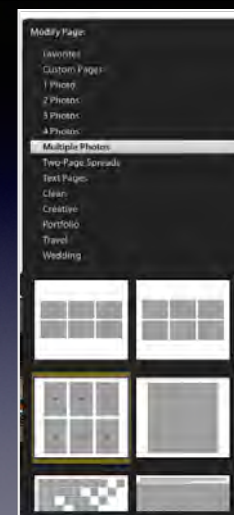
### ADVANTAGES

- Make **COLLECTION** of photos within LR and then **assemble into a book within LR**.
- To use Shutterfly and similar programs you have to **EXPORT** files and then build the book using their templates.
- As you use photos in **LR BOOK** module you can continue to edit each photo or choose new ones from the **LIBRARY** module.
- Once the book is assembled you can save as a **PDF** file that can be shared or printed by Blurb or a third party.
- **NOTE:** Blurb will print a book **from any pdf file** that follows their guidelines. Use Word, Pages, InDesign, Keynote, Powerpoint, ....

## Making Books in Lightroom

### OTHER FEATURES

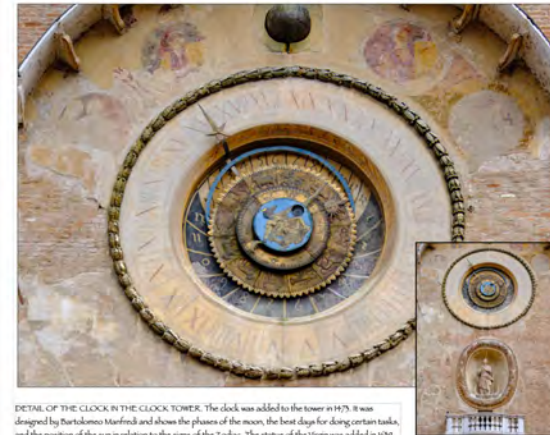
- Until recently, you were restricted to the templates in LR.
- **BUT ...** Adobe and Blurb have recently combined to produce **much** more flexibility in the following ways:
  - Remove, resize, or move a text or photo box in a template.
  - Place a new text or photo box of any size anywhere on the page.
  - Place a key line around the photo or text box.
  - Can now make **LAY FLAT** books, altho restricted to a max of 100 pages.



Lightroom has a number of built-in templates.



Template for 6 vertical photos on a page



DETAIL OF THE CLOCK IN THE CLOCK TOWER. The clock was added to the tower in 1475. It was designed by Bartolomeo Manfredi and shows the phases of the moon, the best days for doing certain tasks, and the position of the sun in relation to the signs of the Zodiac. The statue of the Virgin was added in 1639.

Layer one photo on top of another.



#### MAKING BALSAMIC VINEGAR

Balsamic vinegar is made from grape must, the freshly crushed grape juice with the skins, seeds, and stems included. Traditional balsamic vinegar is made from the juice of white grapes (Caldonara) boiled down to reach a minimum of 50% sugar, and this is then fermented in wooden barrels. None of the vinegar is withdrawn from the smallest barrel until a minimum of 12 years. By then, the vinegar is sweet, viscous, and dark brown in color.

At the end of the 12 year period, some vinegar is withdrawn from the smallest barrel, and it is topped up with vinegar from the next larger cask, which is then topped with the contents of the next largest, and so on. The last barrel being used for topping up is then topped up from the "mother barrel."

Balsamic vinegar is used a drop or two at a time on cheese, eggs, meat, or grilled fish.

In spite of the name, balsamic vinegar contains no balsam. The name comes from Latin meaning "restorative" or "curative."



Place text and photos where they best work to tell the story.

## Making Books in Lightroom

Chapter opening page set up as desired.



Borgo San Donino  
&  
Selva Capuzza





Favorite foods — arroz doce and pastel de nata

Using an image as a faded background.

## Some Tips/Ideas

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- If your book does not turn out as you expected, contact the company.
- They will probably ask for you to send a cell photo photo of the problem.
- They are generally good about reprinting for free.