

## THE ART OF THE PHOTOGRAPHY BOOK



### MAKING YOUR BEST BOOK

Tina R Schell



### TELLING YOUR STORY

A PHOTOGRAPHY BOOK IS NOT A CONTAINER FOR IMAGES. IT SHOULD STAND ALONE AS ART.

## START WITH A THEME; YOUR BOOK TELLS YOUR STORY

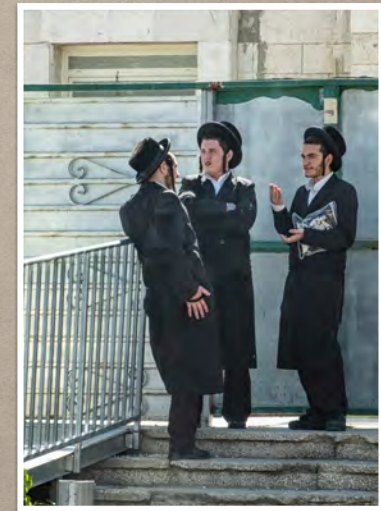
- Who is your audience?
- What story are you telling?
- Do you want to be personal or appeal to a wider group?



## BEFORE YOU BEGIN: IMAGE SELECTION

### VARIETY IS KEY

- VERTICAL/HORIZONTAL
- MACRO/MICRO
- COMIC RELIEF?
- PEOPLE/PLACES/ THINGS
- LARGE/SMALL
- HELPFUL SIGNS
- SUPPORT THE THEME!



## CURATE YOUR IMAGES

- Choose the best photos to tell your story.
- Organize and edit before uploading
- Optimize layouts to match your photos, not vice versa. Design your own if standard isn't good enough
- Your book is only as good as your worst image!



## PEOPLE DO JUDGE A BOOK BY ITS COVER

- Choose a book design that compliments your story. Go to a bookstore, see what you love.
- Book size drives photo size!
- Text or No Text? Text will compete with your photos.
- Keep your theme in mind as you sort, select and sequence your photos
- EDIT, EDIT, EDIT! Buy and read a PDF. Have a friend review.



## Thoughts on Making Your Book More Appealing

- Your unique perspective
- White space - Let your photos breathe
- Photos on opposite pages that work together
- Patterns in color, tone and texture
- Variety in image types and photo shapes / sizes
- A single image on a page, or a single image across 2 pages for your favorites (high res only)
- Spread your best work throughout and eliminate sub-standard shots

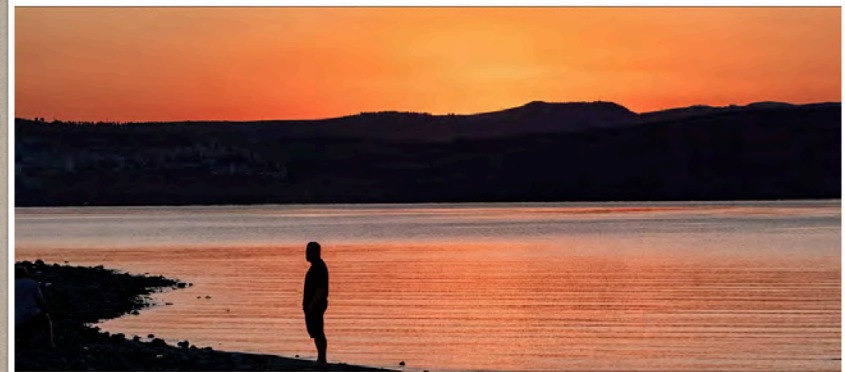
## WILLIAM ALBERT ALLARD TELLING A STORY THROUGH PHOTOGRAPHY

- Cover and lead photo draw in the audience
- Second photo sets the scene
- Include portraits, detail photos, and photos that showcase your own style
- Use text sparingly
- Close with a "clinger" !
- Choose Best 10, choose first and last, sequence from there





**HAVE FUN AND BE CREATIVE! IF YOU DON'T ENJOY MAKING YOUR BOOK OTHERS WON'T ENJOY READING IT. GET PAST FRUSTRATION!**

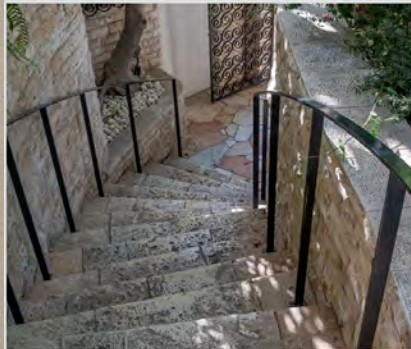


*"To watch a sunset is to connect with the divine."*

Gina De Goma

**SOME EXAMPLES  
FOR YOUR FAVORITES - 2 PAGE SPREADS**

## CREATE YOUR OWN LAYOUTS



TEL AVIV

**MY CHAPTER HEADERS**

## MY SECTION HEADERS

### GOLAN HEIGHTS

Regarded as one of the most scenic areas of Israel, the Golan Heights has been a center of controversy since the 1967 Israel/Syria 6-day war. Although Syria has tried subsequently to re-take the area, Israel has continued to hold it through military force. There are multiple reasons for the conflict, but its importance as a key source of water for all of Israel is one of the most critical.

With all of this in mind it was the one area of our visit that caused us a bit of security concern. Our tour of the area took place in a jeep with a member of the Israeli military. Fortunately, our concerns were unfounded. Although venturing within a few miles of Syria, the area was quiet and beautiful and we never encountered any hazards. Views from the heights of the Golan are wonderful, as is the preponderance of vineyards and fruit groves. Our visit to a local kibbutz was interesting and informative. As was our political discussion with our military guide, from his perspective, it is not a question of "if" rather it is "when" the next conflict will take place.



**MINIMIZING TEXT**

**OPPOSITE PAGES WORKING TOGETHER**



**IMAGES SPEAKING FOR THEMSELVES  
TELLING A STORY**

**OPPOSITE PAGES ALIGN**

**BOOK SIZE AFFECTS PHOTO SIZE**



**COMPLIMENTARY COLORS/SHAPES**



**JUST DO IT !**