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Scott Musson Presents  
Presenting Your Images

# PHOTO BOOKS, PORTFOLIOS & CALENDARS

# WHAT CAN YOU DO

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- ✗ Printed and bound by a commercial printer
- ✗ Print images yourself and use a portfolio/album to display photos
- ✗ Print yourself and have commercial company bind for you
- ✗ Print yourself and bind yourself

# WHAT THIS PRESENTATION ISN'T

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- ✗ A consumer report
- ✗ Exhaustive list of all possibilities
- ✗ An endorsement for any particular vendor

# WHAT THIS PRESENTATION IS

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- ✗ My personal opinion
- ✗ Based on my experiences and research
- ✗ YOUR MILAGE MAY VARY

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Your Photo Books & Calendars

**PRINTED & BOUND BY A COMMERCIAL PRINTER**

# COMMERCIAL PRINTING

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- ✘ For many years printing of books was done by the offset process.
- ✘ Development of the offset press came in two versions: in 1875 by Robert Barclay of England for printing on tin, and in 1903 by Ira Washington Rubel of the United States for printing on paper.

# DIGITAL PRINTING

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- ✗ Much like photography, printing has been revolutionized by the digital age
- ✗ Digital printing is printing using digital techniques developed for computer printers such as inkjet or laser printers - Wikipedia

# DIGITAL PRINTING

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- ✗ The process differs from lithography, flexography, gravure, and letterpress printing :
  - + Every print can be different, because printing plates are not required, as in traditional methods.
  - + Less waste in chemicals and paper, because it's done in one pass
  - + The ink/toner does not permeate the substrate, but is laid on the surface of the paper and is fused to the surface



# DIGITAL PRINTING VENDORS

Vendor	Address
AdoramaPix	<a href="http://www.adoramapix.com/">http://www.adoramapix.com/</a>
Artscow	<a href="http://www.artscow.com/">http://www.artscow.com/</a>
Blurb	<a href="http://www.blurb.com/">http://www.blurb.com/</a>
Bookemon	<a href="http://www.bookemon.com/">http://www.bookemon.com/</a>
Cafe Press	<a href="http://www.cafepress.com/">http://www.cafepress.com/</a>
Clark Color	<a href="http://www.clarkcolor.com/">http://www.clarkcolor.com/</a>
Create Picture Books	<a href="http://www.createpicturebooks.com/">http://www.createpicturebooks.com/</a>
CVS Photo Center	<a href="http://www.cvsphoto.com/">http://www.cvsphoto.com/</a>
Digilabs	<a href="http://www.digi-labs.net/">http://www.digi-labs.net/</a>
dotPhoto	<a href="http://www.dotphoto.com/">http://www.dotphoto.com/</a>
Hoorray	<a href="http://www.hoorray.com/">http://www.hoorray.com/</a>
iLife	<a href="http://www.apple.com/ilife/">http://www.apple.com/ilife/</a>
Inkubook	<a href="http://inkubook.com/">http://inkubook.com/</a>
Kodak Gallery	<a href="http://www.kodakgallery.com/">http://www.kodakgallery.com/</a>
Kolo	<a href="http://kolo.com/">http://kolo.com/</a>
Lifephoto	<a href="http://www.lifephoto.com/">http://www.lifephoto.com/</a>
Lulu	<a href="http://www.lulu.com/">http://www.lulu.com/</a>
Memory Escape	<a href="http://www.memoryescape.com/">http://www.memoryescape.com/</a>
Mixbook	<a href="http://www.mixbook.com/">http://www.mixbook.com/</a>

Vendor	Address
MPix	<a href="http://www.mpix.com/">http://www.mpix.com/</a>
MyCanvas Photo Books	<a href="http://www.mycanvas.com/">http://www.mycanvas.com/</a>
MyPublisher	<a href="http://www.mypublisher.com/">http://www.mypublisher.com/</a>
OurHubbub	<a href="http://www.ourhubbub.com/">http://www.ourhubbub.com/</a>
PhotoBookDirect	<a href="http://www.photobookdirect.com/">http://www.photobookdirect.com/</a>
Photoworks	<a href="http://www.photoworks.com/">http://www.photoworks.com/</a>
Picaboo	<a href="http://www.picaboo.com/">http://www.picaboo.com/</a>
Polaroid Studio	<a href="http://www.polaroidstudio.com/">http://www.polaroidstudio.com/</a>
Printmyphotobook	<a href="http://www.printmyphotobook.com/">http://www.printmyphotobook.com/</a>
Qoop	<a href="http://www.qoop.com/">http://www.qoop.com/</a>
Ritzpix	<a href="http://www.ritzpix.com/">http://www.ritzpix.com/</a>
RocketLife	<a href="http://www.rocketlife.com/">http://www.rocketlife.com/</a>
Scrapblog	<a href="http://www.scrapblog.com/">http://www.scrapblog.com/</a>
SeeHere	<a href="http://www.seehere.com/">http://www.seehere.com/</a>
Shutterfly	<a href="http://www.shutterfly.com/">http://www.shutterfly.com/</a>
SmileBooks	<a href="http://www.smilebooks.com/">http://www.smilebooks.com/</a>
Snapfish	<a href="http://www.snapfish.com/">http://www.snapfish.com/</a>
Viovio	<a href="http://www.viovio.com/">http://www.viovio.com/</a>
Winkflash	<a href="http://www.winkflash.com/">http://www.winkflash.com/</a>

# DIFFERENTIATORS

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- ✗ Quality
  - + Paper
  - + Covers
  - + Binding
  - + Image accuracy
- ✗ Price
- ✗ Sizes available
- ✗ Creation Software
- ✗ Online Photo Sharing
- ✗ Covers available
  - + Leather
  - + Linen
  - + etc
- ✗ Papers available
  - + Glossy
  - + Matte
  - + Semi-gloss
- ✗ Commerce Enablement

# MY EXPERIENCE

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- ✗ I've used the following
  - + Café Press
  - + My Publisher
  - + Shutterfly
- ✗ I know people who've used
  - + Blurb
  - + Mpix
  - + Signature Printing (local – not online)

# CAFÉ PRESS - CALENDARS

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## ✗ What I liked

- + Very good prices on quantities of 15 or more calendars
- + Very quick manufacture and deliver

## ✗ What I didn't like

- + Poor layout software
- + Impossible to understand discount pricing

## ✗ Would I use them again?

- + Yes, but I'm still looking for an alternative

# SHUTTERFLY

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- ✗ What I liked
  - + On line software easy to use
- ✗ What I didn't like
  - + On line software not very flexible
  - + Paid for next day shipping – product never shipped, got replacement 10 days later, bad customer service experience
- ✗ Would I use them again?
  - + Unlikely based on the bad shipping & customer experience – however I know several people who have not had problems
  - + Didn't like the web based software program

# MYPUBLISHER

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- ✗ What I liked
  - + Good creation software
  - + Ability to share book online
  - + Quality of finished product
- ✗ What I didn't like
  - + Nothing
- ✗ Would I use them again?
  - + Absolutely

# MPIX - MELANIE MARTS REVIEW

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## ✗ What I liked

- + Quality of the product
- + Speedy service. (they answer emails promptly)
- + One person who monitors your job, so your questions are always answered by the same person.
- + Software is easy to download, and has gotten easier to use over the years.
- + They make improvements on the software each year as well, adding new features.

## ✗ What I didn't like

- + Sometimes the colors are not accurate, especially blues and greens. however, that has also improved.

## ✗ Would I use them again?

- + Certainly! I've been using them for the last 4 years for calendars, and will probably use them for xmas cards this year as well.

# BLURB – MATTHEW SCHMITT REVIEW

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## ✗ What I liked

- + Online software was easy to use
  - ✗ Page layouts were infinitely adjustable
  - ✗ Custom page layouts could be saved
- + Software had 2x3 picture boxes in addition to 1x1 and 4x5
- + Could share a Flash example of the book with others

## ✗ What I didn't like

- + Single run books are relatively expensive
  - ✗ Competitive with other services only if you buy 10 or more books at a time
- + Paperback, printed hardback and dust jackets all printed with different saturations on cover.
- + Automatic cropping of images (this seems to be true of all sites)

## ✗ Would I use them again?

- + Yes, very satisfied except for cost



# SIGNATURE PRINTING - SANDI CROAN REVIEW

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## ✗ What I liked

- + Control over the process and being able to proof and color correct in person
- + Price (on 100 or more)
- + Quality
- + Friendly people
- + Having it ready when they say it will be ready

## ✗ What I didn't like

- + Need to do a large quantity (100 or more)

## ✗ Would I use them again?

- + Absolutely

# COLOR PROFILES

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- ✗ Most online book printers don't discuss support for color profiles.
- ✗ Unless specifically site specifically makes recommendations, I recommend using sRGB.
- ✗ Specific support for color profiles
  - + AdoramaPix (provides download)
  - + Mpix (sRGB only)
  - + Maybe others?

# OTHER REVIEWS

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- ✘ These are sites found on the internet. I know nothing about their validity or backing, but provide some useful information:
  - + <http://www.make-your-own-photobooks.com/photobook-publishers.html>
  - + <http://www.photobookcompare.com/>
  - + <http://photo-book-review.toptenreviews.com/>
  - + <http://www.digitalphotos101.com/photo-book-reviews.htm>
- ✘ Warning: the features, quality and ownership of all these providers changes very frequently so reviews are quickly out of date.

# RECOMMENDATIONS

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- ✗ Commercial online printers are an excellent way to present your portfolio of images
- ✗ Particularly good if you don't have your own printer or struggle with color management
- ✗ Provide sizes and styles not available in home binding
- ✗ Save your images with a sRGB color profile embedded unless the printer provides you with different directions.

# RECOMMENDATIONS

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- ✗ Stick to companies that have software on your computer for creation and sharing of your images – avoid web based programs
- ✗ Use companies that you know people have had success with like:
  - + Mpix
  - + MyPublisher
  - + Blurb

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Your Photo Books & Calendars

**PRINT IMAGES YOURSELF AND USE A  
PORTFOLIO/ALBUM TO DISPLAY PHOTOS**

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# PORTFOLIOS & PHOTO ALBUMS

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- ✗ Types to Consider:
  - + Presentation/Portfolio Books (screw post)
  - + Presentation/Portfolio Binders
  - + Presentation/Portfolio Cases
  - + Presentation/Portfolio Albums
- ✗ Most are available in Landscape or Portrait orientation
- ✗ Several fabrics and materials available

# PRESENTATION/PORTFOLIO BOOKS

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## ✕ Overview

- + Very nice looking
- + Price tag to match
- + Often use screw posts for binding
- + Images placed in sleeves (archival available)
- + Sleeves often double sided
- + Use consistent paper and image size for best look
- + Very durable



# PRESENTATION/PORTFOLIO BOOKS

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## ✕ Brands

- + Pina Zangaro
- + Case Envy

## ✕ Available at

- + Adorama ([www.adorama.com](http://www.adorama.com))
- + B & H Photo ([www.bhphoto.com](http://www.bhphoto.com))
- + Dick Blick ([www.dickblick.com](http://www.dickblick.com))

# PRESENTATION/PORTFOLIO BINDERS

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## ✕ Overview

- + Nice looking
- + Not as expensive as screw post style
- + Images placed in sleeves (archival available)
- + Sleeves often double sided
- + Use consistent paper and image size for best look
- + Rings are more subtle than in typical notebooks

# PRESENTATION/PORTFOLIO BINDERS

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## ✕ Brands

- + Pina Zangaro
- + Florence
- + Itoya
- + Many more

## ✕ Available at

- + Adorama ([www.adorama.com](http://www.adorama.com))
- + B & H Photo ([www.bhphoto.com](http://www.bhphoto.com))
- + Dick Blick ([www.dickblick.com](http://www.dickblick.com))

# PRESENTATION/PORTFOLIO CASES

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## ✕ Overview

- + Same features as portfolio binders
- + Usually with zipper or clasp
- + Often leather or faux leather

# PRESENTATION/PORTFOLIO CASES

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## ✕ Brands

- + Robert Ware Art Stuff
- + Prat Start
- + Global Art
- + Panodia
- + Many more...

## ✕ Available at

- + Local Art Supply Stores
- + Adorama ([www.adorama.com](http://www.adorama.com))
- + B & H Photo ([www.bhphoto.com](http://www.bhphoto.com))
- + Dick Blick ([www.dickblick.com](http://www.dickblick.com))

# PRESENTATION/PORTFOLIO ALBUMS

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## ✕ Overview

- + Much like your typical photo album
- + An affordable solution
- + Pages bound to cover
- + All plastic

# PRESENTATION/PORTFOLIO ALBUMS

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- ✕ Brands

- + Itoya

- ✕ Available at

- + Local Art Supply Stores

- + Adorama ([www.adorama.com](http://www.adorama.com))

- + B & H Photo ([www.bhphoto.com](http://www.bhphoto.com))

- + Dick Blick ([www.dickblick.com](http://www.dickblick.com))

# RECOMMENDATIONS

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- ✗ Portfolio Books, Binders, Cases and Albums are only for people who:
  - + Have a printer
  - + Get good results with printing
  - + Have a good color management strategy
- ✗ Choices of designs and styles
- ✗ Personally like the look of the screw post books



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**PRINT YOURSELF AND HAVE COMMERCIAL  
COMPANY BIND FOR YOU**

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# COMMERCIAL BOUND

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## ✕ Overview:

- + Print items yourself, control color management, quality and paper type
- + Have someone else bind for you
- + Particularly good for Calendars (spiral bound)
- + Offer plastic covers and hole drill (extra charge)
- + May be able to have soft cover books bound

# COMMERCIAL BOUND

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## ✕ Vendors

- + FedEx Kinkos
- + UPS Store
- + Other local companies

# RECOMMENDATIONS

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- ✗ Carefully research the price, I found it to not be as economical as someone printing for you
- ✗ Gives you total control over the printing process and if this is important to you, this solution may be ideal.

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Your Photo Books & Calendars

**PRINT IMAGES & BIND IT YOURSELF**

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# HOME BINDING SOLUTIONS

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## ✕ Overview

- + Thermal Binding is now available to the home user, not just to book publishers.
- + Heating element used to glue the cover to the pages and the pages together
- + Require you to use covers that have the appropriate glue or to apply glue to covers

# HOME BINDING SOLUTIONS

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## ✕ Overview Continued

- + Variety of covers to choose from
- + Limitation on sizes available
- + Available in bulk packs at reduced cost
- + Use your own double sided paper
  - + Epson
  - + Moab
  - + Red River
- + Use providers software or Photoshop
  - + Photoshop enables color management!

# HOME BINDING SOLUTIONS

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- ✗ Overview Continued
  - ✗ Not significantly cheaper than online publishers
  - ✗ Covers available in bulk
  - ✗ Covers are not archival
  - ✗ Only Unibind covers are self-gluing
  - ✗ Don't know how long they will last
  - ✗ Provide layout software (same as Mpix)



# HOME BINDING SOLUTIONS

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## ✕ Brands

- + Unibind
- + Pro-Bind
- + Perfect Bind
- + Fellows

## ✕ Machines & Covers Available at

- + Adorama ([www.adorama.com](http://www.adorama.com))
- + Amazon ([www.amazon.com](http://www.amazon.com))
- + Office supply websites

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# CONCLUSION

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# RECOMMENDATIONS

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- ✗ Online publishers are a great solution
  - + Don't require use of your own printer
  - + Take less time
  - + Quality is pretty good
  - + Large sizes available
- ✗ Home binding benefits
  - + Can do quickly
  - + Control color and quality
  - + Binding is easy

# CONCLUSION

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- ✘ If you get good results with printing and are a stickler for quality – home binding is a nice solution for a single book
- ✘ Online publishers provide good quality with a lot of size and cover options – stick with the vendors you know (or who others know)
- ✘ If doing a large quantity, always do a test run to prevent an expensive disappointment.
- ✘ Portfolio books and binders are a good solution if you get good results printing at home.