

THE
Boudoir
ALBUM

Putting an album together
starting out first time

Putting an album together for the first time can be a really daunting task!

The good news is that having done it once it becomes relatively easy after that. Before we get into the actual steps involved, there is some basic terminology that needs to be understood.

Let's look at some of the terminology that is commonly used

Terminology

Pages versus spreads

When you open an album, you are looking at two pages, one left and one right – together they are a spread.

From a design perspective you need to see the whole spread as the design element. You see both pages together as one, hence when designing you should design the whole spread together so that it makes sense visually as one.



When submitting an album, you need to submit spreads, including first and last.

Templates

- a lot of people ask for templates. There are essentially two types of templates.

Page/spread template

- This is a template that gives you the correct design size of the spread.
- This will give the overall dimensions of the spread, plus any guidelines.
- The guidelines give you where the album maker is likely to trim the album.

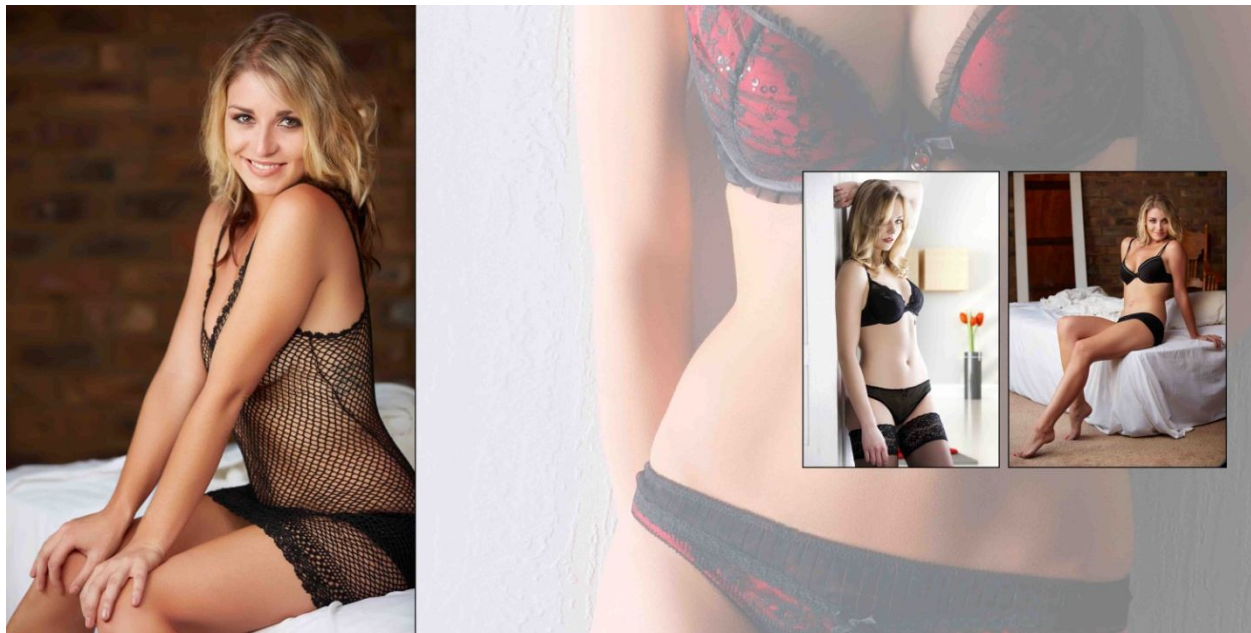
Anything outside the guidelines will likely be trimmed off. Usually about 1/8" all the way around the spread.



Spread template - used to size the design – in this example anything in the shaded may be trimmed off

Design template

- This is some kind of template that can be used in Photoshop or other software for designing the actual spreads.
- Could include multiple apertures, layers and backgrounds, and has some kind of drag and drop type functionality.
- Easy to use with even a basic knowledge of Photoshop.



Design template populated with images

Design software

“What do I use to do the design?”

- Many people just use Photoshop to do the design. With the use of good templates, this can be reasonably efficient, especially for boudoir or kids. However, for wedding albums it becomes a lot more efficient to use software that is created specifically for design purposes.
- The most common of these are probably inDesign (Adobe) and [Fundy Album Builder](#). inDesign requires a substantial learning curve, but it is considered by a lot of people as THE design software. Fundy is really easy to use and those people who use it love it (and it is a lot cheaper!) - it is also designed specifically for photographers to design albums.

Suggested steps to create an album

- **Select images** - for boudoir seems most people average 1-1/2 - 2-1/2 images per spread. More than that and there is a risk of it becoming too busy and also of losing impact. Most albums we process have several spreads with just one image across the spread. For weddings the average seems to be somewhere between 3 and 4 per spread. With wedding albums it is very common for there to be a couple of spreads with many images on them, such as images of the dancing or some of the fine details.
- **Re-touch images** - if this has not been done already
- **Decide format and size of album** Square, vertical or horizontal – no magic here – just which one do you prefer!
- **Look through the images** - with a view to selecting which one's you feel will go well together on a spread, which ones should be a single spread and is there some kind of order that you want the images to flow through the book.
- **Design** - design the spreads. Best to name the spreads in the order that you wish them to appear in the album - for example: spread 1, spread 2 etc
- **Submit album to album company.** We use a simple web form which then takes to you an ftp site. The ftp site allows the upload of the spreads to us securely.
- **Wait impatiently for the album to be delivered!**

Submit spreads as jpegs @ 300 dpi

Submitting the album

- Once you have designed a spread, you need to save it.
- To submit an album, most companies require a flattened image in jpeg @ 300 dpi.
- First and last are also spreads
- Fill in the order form
- Upload the spreads

Checking your work

- Album companies expect that you will have checked every spread in detail and will NOT check each individual spread. In fact the bigger ones have a completely automated workflow so no human eye will detect any problems. Check for spelling, where the fold will be and is there anything that is too close to the edge.
- For your first few albums, let us know, we will check them for you and help you work through the process.
- Color correction – ensure your monitor is color corrected. Some people apply various filters and effects, so this is not something even the smaller companies can really check for you. If in doubt, ask to get some small printed proofs before proceeding

For help or to get any questions
answered, please call us TOLL FREE at
1-855-573-1096