

Photobook Project

How to self-publish your first photo book without spending lots of money

by Roger C. Parker

During the past twenty years, I've taken literally thousands of photographs that needed a home where they could be organized and enjoyed, as well as easily shared with friends.

The sheer volume of unorganized negatives and prints made it impossible to separate the wheat from the chaff. These photographs, negatives, and transparencies were scattered in numerous locations throughout my home and office. There was absolutely no organization to my photographs other than the "identification" provided by the photo finisher's name, address, and the dates the photographs were developed.

Although I've enlarged, framed, and matted dozens of photographs for wall hanging, the cost of framing and matting is prohibitively expensive—and there's a limit to the wall space available at home and in my office.

The solution to my problem was extremely simple, based on a combination of new technology and old technology.

- The new technology component involved combining my existing software programs (i.e., Adobe PageMaker and Adobe Photoshop) with a film scanner and a relatively inexpensive photo quality printer. A film scanner, like the Canon Canoscan, in contrast to a flat-bed scanner, permits me to work with either 35 mm negatives, 35 mm transparencies, or four by six inch snapshots (when the original negatives are lost).

- The "old technology" component consists of a three-ring binder and hundreds of clear plastic sheet protectors.



As is so often the case, it's the "old technology" component that makes the system work!

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How to Outwit Your Fonts

Font Reserve 3.1 for OS X

Now you've got OS X, where are all those fonts located, including a bunch that you don't want at all?

Font Reserve solves the problem very neatly. You can gather up all those fonts by pushing one button, dump them into Font Reserve's all-inclusive "vault," and forget about trying to locate them all over the landscape.

As a previous user of Suitcase with OS 9, I bought the new OS X version of Suitcase. But every time I opened up a word processing document, a whole

slew of fonts showed up beyond those I wanted. I do not speak Japanese, and definitely don't want six or eight Japanese fonts showing on the list, plus other strange ones.

So I phoned Suitcase—twice—to make sure. I got the same answer both times: "If Apple wants you to have 75 fonts open all the time, that's what you'll get."

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Three steps to success

Step One was to create a very simple PageMaker template. This template contains just four important elements:

1. A pair of horizontal lines to define the top and bottom of each page.



2. Two placeholder text blocks: the title placeholder is set centered

in 24-point Adobe Cronos. The second placeholder is set flush-right in 8-point Cronos and is used for a brief description at the bottom of each page explaining where and when the photograph was taken.

3. Two horizontal and one vertical guidelines. All photographs—both horizontal and vertical—are “hung” from the top horizontal guideline. The photograph is centered on the vertical guideline. The caption is hung from the second horizontal guideline.

These guidelines and placeholders are extremely important as they provide page-to-page consistency regardless of the shape of the photograph or how much it’s cropped.

The only variable on the page is the placement of the title, which is adjusted so that it consistently appears one inch from the bottom of the photograph (regardless of its orientation).

Step Two involves scanning each of the negatives or transparencies I want to add to the book and importing the file into Photoshop for whatever adjustment is necessary. I scan my photographs using a film scanner which permits me to work with 35 mm negatives, 35 mm transparencies, or (when the negatives have been lost) surviving snapshots.

In the case of 2 1/4 inch square negatives from my Hasselblad days, I have a local photofinisher make a scan for me. (Film scanners capable of handling both 35 mm and 2 1/4 inch negatives and transparencies remain prohibitively expensive.)

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Step Three involves printing each photograph and, when it has dried, placing it in a clear plastic sheet protector and inserting the sheet protector into the three-ring binder.

This is an extremely cost-efficient solution. Since the printed area of the photograph is typically less than one-third of an 8 1/2 by 11 inch page, supply costs are low. Yet, the photographs appear “bigger” because they are surrounded by so much white space.

What I’ve learned

I’ve learned a lot about myself and photography in general during this project.

- One lesson is that photographs taken on a new life when taken out of the context of a “box of snapshots” and are viewed at larger size on an 8 1/2 by 11 inch page. What’s “ordinary” as a snapshot often emerges stronger when tweaked in Photoshop, printed on glossy paper with a photo quality inkjet printer, and—most important—viewed in isolation against a white background.

- The second lesson is that just about every photograph benefits from cropping – which means that, in the future, I have to train myself to come in closer to the main subject and eliminate distracting details.

- The third lesson involves serious file management. I rather quickly had to establish numerous folders for photo categories. More important, I have to be more disciplined in filenames. Often, after a page has been printed, I change the title and reprint the page, but sometimes forget to change the filename of the stored image. This can lead to big trouble down the road.

- A fourth lesson is that a disproportionate number of my favorite photographs are black and white. I’ve gained a new respect for black and white – even though the majority of the photographs I’ve taken are color.

- A fifth lesson is that I have to be very careful to insert the correct page number of the latest photograph in Page-



Maker’s print dialog box. Once I didn’t, and left the room only to find that I was inadvertently printing every page – an expensive waste of paper and ink.

- Another lesson is that my Photoshop proficiency has improved. I find it difficult to master a software program in absentia from a here-and-now project. Optimizing the photographs for my book gave me a tangible reason to spend time mastering the program.

Most important, although I have no pretensions about my ability to earn a living from my photography, when I leaf through the hundred or so pages I have “published” so far, I gain a different perspective, and respect, for not so much what I’ve accomplished as photographer, but what I could accomplish if I applied myself. I can see the strengths of what I done as well as see where improvement is needed.

Seeing my best, or at least, my favorite photographs in one place at a consistent size, in a format that mimics my favorite David Plowden or Walker Evans book gives them a strength that they never had. I can appreciate them more individually as well as a group.

What I would do differently

If I were to start the project all over again, I probably would not use Page-Maker as the software program. Let's face it, there's little chance that the book will ever be anything more than an inkjet printed book, so there's no need to use a software program capable of creating color separations.

Although I like working with Page-Maker and am comfortable with it, it does present one major problem – the inability to easily rearrange page order.

I've found that my book is taking on a life of its own, and I'm often going back and inserting and deleting pages. In addition, although I hadn't intended it, "chapters" or "themes" are emerging as more and more photographs are added. So more and more reorganization is necessary in order to present a smooth and logical flow. Although I can easily rearrange the printed pages in the three-ring binder, there's no easy way to rearrange the basic PageMaker file.

Thus, if I were to do the project over again, I'd probably use PowerPoint. There are two reasons for this:

- With PowerPoint, I could easily rearrange page order by simply going to SlideSorter view and dragging pages to new locations. There would be no cumbersome Insert Page, Select All, Copy and Paste, etc., hassles.
- More important, PowerPoint's Slide Show feature would allow me to view my images projected on my computer monitor, either one-at-a-time or automatically. There's something exciting about seeing my photographs appear one after another on the screen.

Another reason I'd use PowerPoint is the way PowerPoint makes it easy to add borders around photographs. PowerPoint adds correctly sized and placed borders with a single click. The borders



are automatically sized to the photograph and automatically change if the photograph is moved or resized. I have had much less success with PageMaker's Frame command.

Conclusion

If you're a photographer, I encourage you to experiment with inkjet publishing your own "book."



There's a world of difference between the scrapbooks of my youth and the quality attainable from scanned images printed at low cost on today's color

inkjet printers on photo-quality paper and placed in sheet protectors stored in a three-ring binder. I have all of the benefits of an expensively printed book at a fraction of what it would cost to publish a "real" book.

Plus, there's always the chance that, a year or so down the road, I might locate and isolate enough truly great images that a trade publisher might be impressed enough to publish my book. There might be very little chance of this happening, but there's even less of a chance of a "real" book emerging if the photographs remained hidden in hundreds of unlabeled photofinisher boxes and bags.

Isolating my best in a single three-ring binder is, thus, an important step towards a future dream.

At this point, though, I'm satisfied with the routine of starting my day by locating, scanning, and printing four images a day. I find the routine relaxing and rewarding. And, as I said before, the process is helping me become a better photographer.



Roger C. Parker is the author of several books on design and marketing. His work may be found at newentrepreneur.com and at onepagenewsletters.com.

The Prez Sez...

Chris Waldrip, President
cwaldrip@amugonline.org

Well, 2002 is over and we're well on our way into 2003. The board faced some challenges at the end of last year that I believe we weathered extremely well.

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Maclanta

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The sudden resignation of three different board members for personal reasons was unexpected and tested the resolve and determination of the rest of the board to serve this group to the best of its abilities.

I'd like to thank the 2002 Board of Directors; especially Bruce Barrett and David Whitehead for their hard work.

Unfortunately one of the areas that has been lacking has been our newsletter, *Maclanta*. While we have our web site and our online community, the newsletter is the easiest universal method of communicating with members.

We now have the experienced hand of Kathleen Innes at the helm. Kathleen has been an invaluable resource for AMUG, having served on the board and in several volunteer capacities throughout the years. If you're reading this then she's managed to get the newsletter revived, but she still needs help. Please feel free to contact her at newsletter@amugonline.org if you're willing to write reviews or tutorials. And you don't have to be a super geek, either! Most of our members will find a review from a novice user much more informative and helpful than a review from a power-user.

Last, I'd like to address issues with our membership. Our numbers have fallen slightly over the past year. With the state of the economy some of you may find it difficult to find the resources to renew your membership. Some of you may feel that the value of your membership doesn't justify the cost.

The board is working on these issues, among others. In the coming weeks we'll be conducting our first membership census in several years. The results of this survey will help the board get a feeling for what you want and expect from AMUG. We intend to address your concerns and consider your suggestions and use them to make AMUG an organization that better serves you.

Editor's Note...

Help Chris, the rest of the board members and all AMUG volunteers by considering filling one of the leadership vacancies. Current vacancies on the Board of Directors include Secretary and Publicity Director.

People are also needed to write, edit, proof, manage ads and help with the PDF distilling on the Newsletter Committee.

The Program Director can always use a few more willing hands to help out at meetings, special interest groups and special events, and one-time volunteer opportunities abound with our upcoming *Maclanta* Xpo.

Contact Chris or any other board member to offer your help.

Dollars & Sense



Balance as of 12/31/02	1,408.47
January/03 Income	543.06
January/03 Expenses	553.75
Money Market Account	9,550.44
SRUGC	1,375.05

Total Cash on Hand as of 1/31/03	10,948.24
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AMUG General Meetings

Doug Franks, Program Director
doug_franks@amugonline.org

January Meeting

The January AMUG general meeting kicked off the New Year with a bang.

Our guest speaker was Jack Quattlebaum of Apple. He treated us all to a mesmerizing review of MacWorld San Francisco 2003. MacWorld took place just 8 days before our January meeting. Talk about hot off the presses!

Jack answered many questions that night. There was a great enthusiasm over all the new products Apple announced, like *Safari*, *iLife*, *Presenter* and the new 12 and 17 inch G4 Powerbooks...sweet!

Jack's whole presentation was done on his Ti book using the new *Presenter* program. The transitions from slide to slide brought ooohs and aaahhs from the audience. A big thank you to Jack for a great job at this general meeting and all other meetings he has graciously presented in the past.

Jack will also be at this year's MacLanta Xpo at the Atlanta Art Institute on March 29th, 2003. He'll detail all of Apple's new offerings. Stay tuned for more details as they are posted on the Online Community, website and in *MacLanta*.



Long-time volunteer, John Kanaly (right), shakes hands with AMUG President Chris Waldrup (left) at a recent meeting.

John was presented with a plaque of honor recognizing his many years of service.

December Meeting

Well we finally did it. No, not the cure for the common cold... a joint Mac/PC General Meeting.

Bruce Pechman, Program Director for the Atlanta PC Users Group, contacted me a few months back to suggest a joint get-together. Bruce was an AMUG member when I joined back in 1993. We both served on the 1995 Board of Directors, and he was always a person of great ideas.

Bruce had a great contact with Adobe, the industry leader in graphic design software. We both let our groups know about the big event and hoped for the best. Evidently food is a common cross-platform interest, as members from both groups brought homemade

holiday treats. A half hour before the meeting Jay Cann, Bruce, and I made a quick food run to Kroger's. We looked and sounded like the three amigos, "I like those the best...No, these are better...We can't forget the vegetarians... Will it be Coke or Pepsi tonight?... Hey, we're in Atlanta after all!"

Twenty minutes before the meeting there was standing room only. This was by far our best holiday general meeting to date. Adobe went over *Photoshop* and *Image Ready* for both the Mac and PC. It was extremely informative and well presented.

Awarding major door prizes like *Photoshop* for the Mac and PC *Image Ready* and a number of other software titles rounded out the evening. Everyone was a winner that night.

This was such a success we're strongly considering having it become a yearly event. You know those PC people weren't so bad after all...I didn't even catch a virus from them!

December Drawing Winners

Roger Howell
Chris Waldrup
Elaine Clein
Jerry Etheridge
Don Smith
H. Dewey Norton
Make-A-Wish
Kelly Hilliard
Cvient Laurent
John Rice

Mike Redman
Karen Anderson
Cathie Ellsworth
Hank Oss
Justus Baird
Don Wood
Chuck Briggs
Theresa Sutton
Robert Cameron
Adela Ward



Howard Gruensfelder
Kenneth Paine

February 18th Meeting...Digital Editing

Day
Tuesday, 2/18

Time
7-9 pm

Place
Macquarium

You don't need to work in Hollywood to use the new tools for video editing. Apple's newest video production tools are intended for "the rest of us."

Programs to be reviewed include iMovie3, iDVD3 and Final Cut Pro Express.

Come see what type of equipment you need to use the new and updated Apple programs. Whether you're editing the old 8mm home movies or have dreams of becoming the next Spielberg, this meeting is your opportunity to dive into video.

New Member Orientation

Day
Tuesday, 2/18

Time
6:00-6:45 pm

Place
Macquarium

Come learn how to get the most from your AMUG membership. This is your opportunity to learn of the many opportunities AMUG offers for education, networking and fun.

Registration is required.

To register, email David Whitehead, AMUG's Membership Director at david_whitehead@amugonline.org.

Basic Systems Training Class

Day
Saturday, 2/15

Time
10-1 am

Place
New Horizons Learning Center

Veteran instructor Jaddie Dodd leads this class on the basics of the Mac operating system. Each month the class concentrates on one of three areas: Basic Mac OS, System Troubleshooting, and the Internet.

Registration is required.

To register, email jaddie_dodd@amugonline.org or call Jaddie at 770-945-4930.

Help Out By Helping Others

AMUG is expanding its educational offerings, and we need your help. If you're interested in leading a 30-60 minute class on a particular topic at MacCollege or regularly leading a Special Interest Group, we'd love to hear from you.

Contact Ted Stevko at education@amugonline.org to discuss how you can empower your fellow AMUG members.

Thanks for joining AMUG

Robert Busby, Larry Cronkite, Lee Cunningham, Mark Escher, Ronald Gorland, Lee Hoong, John McGuire, Anne O'Sullivan, Mary Rodgers, Fentress Seagroves, R. Gary Spencer, Thomas Stewart, Teresa Sutton, Phil Titus, Christy Turner, Laurie Warlick

As of January 27/03 AMUG has 346 members.

Meeting Schedule

General Meetings

(Usually the 3rd Tuesday of the month)

2/18/03	Digital Editing
3/18/03	Accounting
3/29/03	MacLanta Xpo 3.0
4/22/03	Adobe
5/20/03	[Note Special Date]
	Cameras, Scanners & Printers
6/17/03	Home Networking
7/15/03	Mobile Computing
8/19/03	Apple Computer
	Macworld update

Special Events

3/29/03	MacLanta Xpo 3.0
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Education

2/15/03	Systems Class
3/11/03	Mac OS X SIG
3/15/03	Systems Class
4/08/03	Mac OS X SIG
4/19/03	Systems Class
5/13/03	Mac OS X SIG
5/17/03	Systems Class
6/10/03	Mac OS X SIG
6/21/03	Systems Class

Board of Directors Meetings

(Usually the 1st Tuesday of the month)

3/3/03	4/1/03
5/1/03	6/1/03
7/3/03	8/6/03
9/6/03	9/4/03
11/3/03	12/2/03

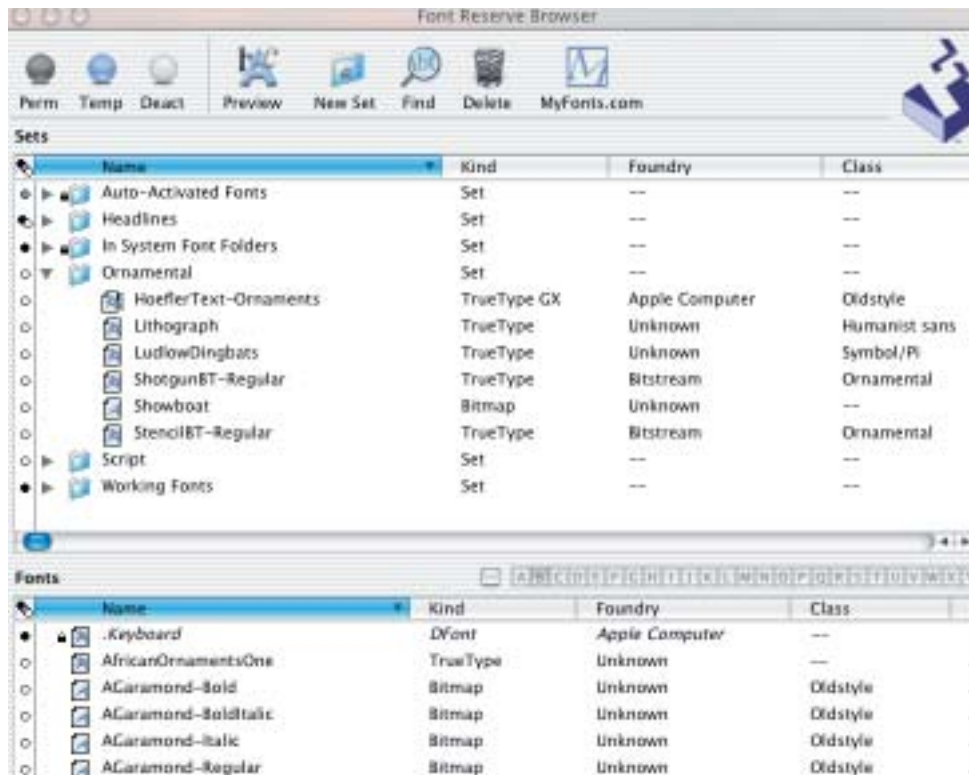
Dates and topics subject to change. Please check the website and Online Community for updates.

Regular General Meetings are held at MacQuarium. Board meetings have recently moved to the Atlanta Institute of Art.

So much for Suitcase tech help. I requested a refund of my money.

Next, I called DiamondSoft, the publisher of Font Reserve. Their marketing manager gave me a warm welcome and told me to download Font Reserve for a 30-day free trial. The app is as straightforward as you can expect when dealing with OSX, but there were things I couldn't figure out. So I called their tech support, which is in South Sacramento. No delay -- got an immediate chance to leave a message. In about an hour their techie called back. Very friendly guy, very sympathetic to my problems, gave simple and clear answers and told me to call back if any more difficulty. How often does this happen when you call for tech support -- anywhere?

First of all, FR sweeps your hard disk to find all the fonts. Now you are able to either copy or move them into the FR "Vault", which is a storage box for all of your fonts in one place. You can also copy or move your own personal collection into the Vault. (If there are fonts you never want to see again, you can trash them; best to ask FR for specific but easy directions not in their manual.) From there, the process of creating as many different working Sets is about

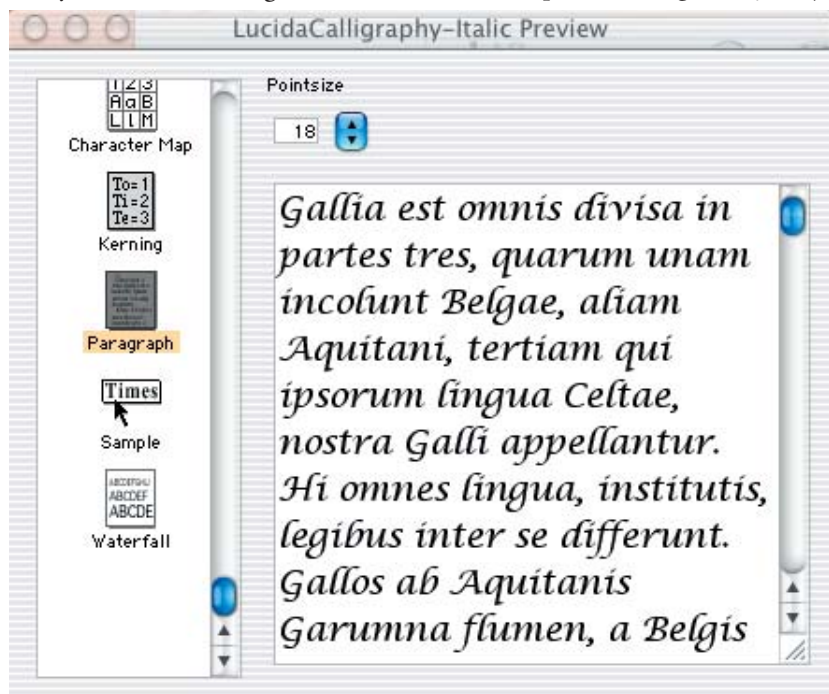


SETS in the Browser: Showing the list of Sets created by the user + required OSX sets. The "Ornamental" set is opened up to show the complete listing.

the same as with Suitcase -- very simple and very fast. You can mark one or more Sets to open with word processing or other applications, on a temporary or permanent basis. Show six fonts or fifty on your job, as you please. For those who are preparing for a printing job, you can copy any Sets and send them to the printer along with your job. Added

bonus -- the Classic Activator makes your selected fonts available in Classic mode.

FR emphasizes that they have many selectors available -- Kinds, Foundry, Class, etc. You can also select alphabetically. A preview of any font is available in Sample, Waterfall, Kerned Pairs, and Character Map.



The paragraph form is selected; there are several different views available.

Check with DiamondSoft for current price information. List price as of now is less than \$100 and they do have a good competitive upgrade price.

Much more could be said, but the best bet if you're interested is to download their 30-day free trial.

Thanks to author Allen Jamieson of MacNexus for this review. MacNexus is the Sacramento Mac Users Group. Thanks also to Interface Editor, Bill Davies. Interface is the newsletter of MacNexus.

FontReserve Vendor Info

www.sales@diamondsoft.com
Phone: 1-415-381-3303 (Mill Valley)

FREE tech support
www.techsupport@diamondsoft.com

Bigger and Better Maclanta Xpo 3.0

The Art Institute of Atlanta is graciously hosting this year's no-holds-barred Maclanta Xpo...giving us an incredible location *and* state of the art classrooms with the latest Mac hardware and software.

The Maclanta Xpo consists of several elements for a packed day of Mac classes, deals and fun.

Apple Speak

Jack Quattlebaum from Apple will show off Apple's new wares. Jack is well known to long-time AMUG members as the "guy in the know" in Atlanta.



MacCollege

There's something for everyone in the wide variety of offered classes...from web design to wireless networks. Here's a sampling:

- Basic Web Design
- Basic 3-D Animation
- Simple 2-D Animation
- Color Correction
- E-mail Program Shootout
- Digital Video using FinalCutPro
- X-11...What Is It & Why We Care
- Wireless Networking Tutorial

SwapFest

The AMUG SwapFest is back! Bring your old or unwanted Mac stuff to trade and sell. Great deals to get your friends, family and school set up Mac-style.

Thank of it as a Mac flea market...cash is the rule of the day at the SwapFest.

Auction

Help yourself and help AMUG...the ever-popular auction offers great deals on hardware and software from generous vendors. Cash, checks and credit cards accepted.

Technical Support

Plans are in progress to offer some form of technical support...details to come.

Mark your calendars now!
Saturday, March 29th
at the Art Institute of Atlanta

Check updates on events & times at www.amugonline.org

AMUG meets the third Tuesday of each month at MacQuarium—Suite 250, 1800 Peachtree Street NW, Phone 404-554-4000

Meetings start at 7 p.m. with a 30-minute Q & A session. A major presentation follows and the meeting ends with a drawing for free software, hardware, and fun stuff.

Go to www.amugonline.org/meetings for driving directions.

