

Book Instructions and Notes: 2014

For any questions regarding the production of the book please email
saltspringstudiotour@gmail.com

Thank You

General notes:

- Quality photos are of utmost importance and will determine the quality of the book. We have included very simple layout templates with only one portrait image and one product image for those with not a lot of marketing materials on hand, right up to fairly complex templates incorporating 9 or more images over two pages for those with plenty of photos. The simple ones will also look fantastic if your image is of good quality.
- The variety of simple to complex layouts throughout the book is important to us so please do not worry about rushing to provide us with the maximum. Do, however, consider the upcoming year's promotion and how you might like to grow your marketing.
- Ideas for photo content are:
 - ✓ Image of studio, interior or exterior.
 - ✓ Artist at work.
 - ✓ Artist's materials.
 - ✓ Collections of artwork, still life.
 - ✓ Details/close-up of artwork.
- Please provide **proof of permission** to use submitted photos if you are not the photographer.
- Some of the photos you provide may need to be cropped. Please identify the images you definitely do NOT want to be altered. This may limit your choice of layout.
- Please pay attention to the vertical and horizontal orientation of your photographs when selecting them according to the templates
- "Dropped out" borderless images are an option as shown on Bob's Left Page bowl photo in the file 'book left page bottom half templates' on the Documents Tab. For this effect, the subject must be photographed against a white background.
- For studios with artist couples or multiple artists...Left page can consist of separate bios (or a combined one), plus studio image. Artwork samples on right page with text to attribute correct artist to work.

Specific notes on page content:

- ALL studios will have two facing pages; these will be identified as *left page* and *right page*.
- LEFT PAGE: please see the file ‘book left page whole template’ on the Documents Tab
 - ✓ Top Half = standardized for appearance throughout the Book, and no changes of format are allowed.
 - ✓ Top Half = Basic info, as entered on Details Tab,
 - plus Bio text that you enter on the Book Tab, in Left Page Copy box,
 - plus one portrait image which you upload on the Images Tab and label “book portrait”.
 - ✓ Bottom Half = your choice of one of six template examples shown in the file labeled ‘book left page bottom half templates’ (found on Documents Tab).
 - Upload images on the Images Tab, label ‘left page’.
 - Enter text in appropriate Copy box on The Book Tab – Remember to Click [Upload My Profile]
- RIGHT PAGE will consist of either:
 - ✓ One full page image, with or without border OR
 - ✓ A grid style collection of **nine** 2×3 inch **vertical** images OR
 - ✓ **six** 3×3 inch **square** images OR
 - ✓ A combination of text and images. (Text can be overlaid onto the full page images.)

Step by step Tips:

- It may be helpful to print these instructions for reference while you work.
- First step is to choose a template for your left and right pages. **
- It is usually helpful to print out the templates for reference while you are choosing images.
- Select and upload your images on the Images Tab.
 - ✓ Size counts. Make sure your images are 1000 pixels on the short side and less than 4 MB file size. **Help** is available if needed – email the Tour.
 - ✓ Make sure the vertical or horizontal format of the images will fit your template.
 - ✓ If possible, upload **uncropped** images – please let the graphics person crop them to fit the template.

- ✓ The quality of the book depends on the quality of the photos – send your best!
- ✓ **Be sure** to fill in the Image Instructions box with the Template location.
- ✓ Include any special instructions in the Instructions box
- ✓ Images are saved when [Upload] is successful.
- ✓ It's easy to edit the Instructions; just Click near the text next to the thumbnail, make your changes and Click OK
- Copy (text) is entered on The Book Tab
 - ✓ **Don't forget** to always Click the [Update My Profile] button after making any entry or editing on the Book Tab.
 - ✓ Everyone needs to write their own bio in the 'Left Page Copy' box. This will appear next to your Portrait image in the top half of the page.
 - ✓ If the Left Page Bottom Half Template you picked has a space for text in the bottom half of the page, enter it in 'Left Page **Optional** Copy Box'
 - ✓ If the Right Page Template you chose has room for text, enter it in the appropriate Copy Box. You can include instructions such as 'please wrap text around centre image' or 'please print this text in white in the bottom half inch of the image'.
 - ✓ **Don't forget** to always Click the [Update My Profile] button after making any entry or editing on the Book Tab.

****When reviewing the templates choices you *are* able to pair any combination of left and right but final layout is the responsibility of the design committee and we reserve the right to modify individual pages to the benefit of the book design in its entirety.**

We encourage all members to update or refresh their Book presence every year – it's so easy now with this online system. But, **if you want everything to be the same** in the 2014 Book as the 2013 Book, please email the Tour with that request.

Thank You.