

Top FAQ's for the Classroom



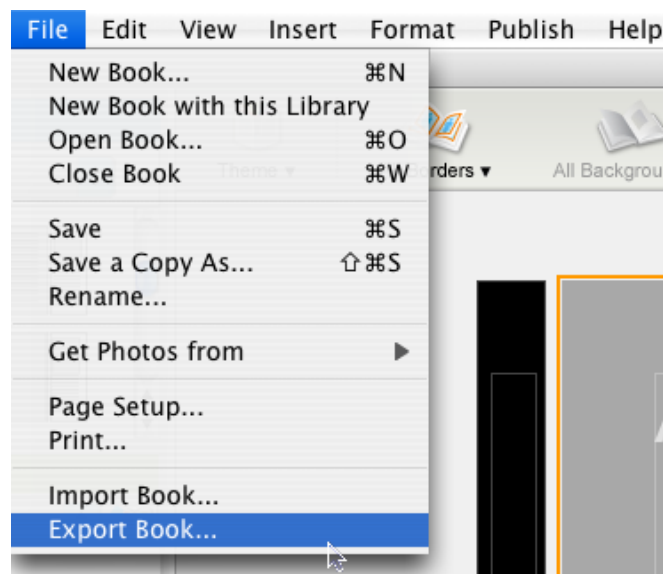
Do I need to Install Blurb BookSmart on each machine in our lab?

BookSmart is an application that does need to be installed in order to layout and create a book. Your students can work on their own computers or it can be installed in your lab. BookSmart is free and cross-platform (Mac & PC) and as such does not require a unique serial number or username per computer. Just download BookSmart from blurb.com for each computer or the installer can be burned to transferable media such as a CD or copied across a network to be installed on each machine without a download each time.

How do I transfer in-progress books between different computers, such as one at home to or from the computer lab at school?

Exporting your book creates a single file that can easily be burned to a CD or thumb drive for back-up, copied to a different computer, or passed to a friend or teacher that has BookSmart installed as well. This can also be a way to turn in a file to the teacher at the end of a class or project. Follow the steps below or [watch the video](http://www.blurb.com/help/tutorials) at <http://www.blurb.com/help/tutorials>

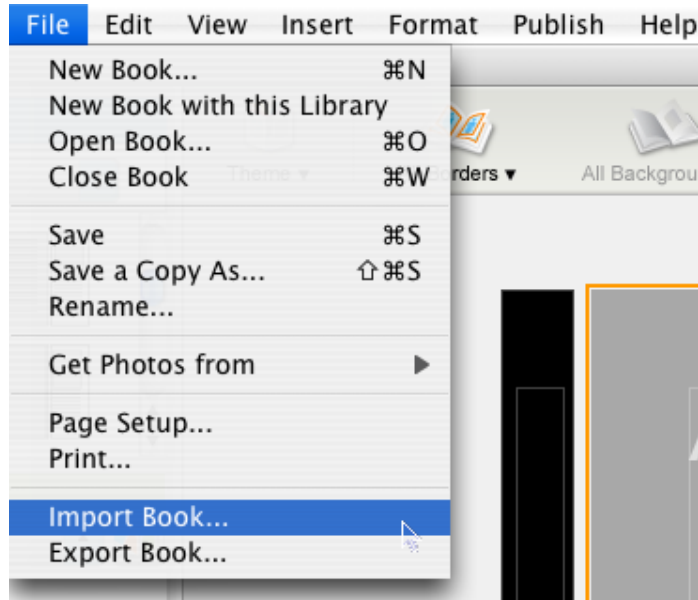
1. Open your book in Blurb BookSmart™
2. Select “Export Book” from the File Menu



3. Choose where you'd like to save your book on your computer. This will create a file with a .book extension.
4. This .book file is self-contained book including all images and text. Burn this to a CD as an archive or copy to a different computer. If you have a co-author or friend with BookSmart they can take this .book file and make revisions to the book much in the same way you would with a Word or PowerPoint document. You can transfer books between Mac and PC computers, but

because fonts are slightly different or unavailable you may see slight changes in your text formatting or fonts.

5. The final step is opening the book in BookSmart. First, start up BookSmart. If a book is already open select “Import Book” from the File Menu. If no book is open press the “Import Book” button on the Welcome Screen.



What is the best way to upload and order our books as a class?

We have seen educators and schools take two approaches:

1. Upload all books to the same school or classroom account and username
The department or teacher creates an account at blurb.com. This account username and password is then provided to all students who then upload their book to this account. The individual student or teacher can then order the book at that point. It is worth noting that Blurb does **not** save any credit card information. It must be entered each time and as such there is little privacy risk in going this route. The huge benefit is having a central showcase for all of the books created in a school or classroom. In a sense a class bookstore that can be easily linked to and shared with others. A great example are these books created by students at Parsons in New York which were uploaded under the same username, Cluster8: <http://www.blurb.com/user/store/Cluster8>
2. Students upload and order individually
In this route each student creates an account at Blurb and uploads and orders their books via that account. The benefit of this approach is that each student now has their own online bookstore and showcase to link to and share.

The best approach may be to try to do both of these. Consider choosing the best books and uploading as part of shared bookstore or showcase, while allowing students to create their personal storefront as well. Please note one must order at least one copy of the book per user in order to keep a book in the bookstore greater than 14 days.

What are some ways to share or critique in progress books?

Here are a few ideas:

1. Transfer all books to a single computer

Each student brings an exported book (see above) to class on a CD or portable drive. These are then copied to a single computer, opened in BookSmart and reviewed on a large monitor or digital projector.

2. Print and pin-up

Go “old skool” and print book pages on a personal or school color printer (File > Print). These will be a lower resolution image quality than you would get in a printed Blurb book and will have a subtle watermark, but it can be very helpful to pin all of the pages up in spreads to discuss topics such as editing, sequencing and juxtaposition. Currently the print option does not print the cover of the book, only the pages. Students can also save their books as PDF's using the print command on the Mac or a PDF Printer on the PC. These can then be easily shared on screen.

3. Upload and Preview

If transferring books to a single computer seems like too much effort, consider having each student upload their in progress book to a shared or personal account at Blurb.com. There is a fifteen page preview there that can be used then to review the book's cover and pages online. Of course, this is currently only the first fifteen pages, so it may not be the best option.

Is it possible to create layouts in Adobe Photoshop or InDesign and Import to BookSmart?

BookSmart's templates have been created by professional designers to make your book look as stylish and professional as any found on bookstore shelves. However, if you're an experienced designer, or just want to experiment, you can export a page from a layout program (like InDesign and Photoshop) as a JPG or PNG, and import into a select the full-page image option from the picture layouts menu.

When importing high-resolution graphics or page designs, use the following measurements for full bleed. Please make sure your images are at 300 DPI (preferred, but 150 DPI is okay) at 100% scale.

Please note that these full-bleed page measurements include .125-inch (.3175 cm) bleed on top, bottom, and outside edge; and that full-bleed cover measurements include .125-inch bleed on top, bottom, and on flap edges. You can find final trim sizes here.

B/W Text

Cover (full bleed): 1663 x 2550 px – 5.282 x 8.5 inches, 13.02 x 20.96 cm

Page (full bleed): 1538 x 2475 px – 5.127 x 8.25 inches, 13.02 x 20.96 cm

Square

Cover (full bleed): 2225 x 2142 px – 7.417 x 7.14 inches, 18.84 x 18.14 cm

Page (full bleed): 2063 x 2067 px – 6.877 x 6.89 inches, 17.47 x 17.5 cm

Standard Landscape

Cover (full bleed): 3059 x 2555 px – 10.197 x 8.517 inches, 25.9 x 21.63 cm

Page (full bleed): 2888 x 2475 px – 9.627 x 8.25 inches, 24.45 x 20.96 cm

Standard Portrait

Cover (full bleed): 2530 x 3080 px – 8.433 x 10.267 inches, 21.42 x 26.08 cm

Page (full bleed): 2363 x 3000 px – 7.877 x 10 inches, 20.01 x 25.40 cm

Large Format Landscape

Cover (full bleed): 3942 x 3342 px – 13.14 x 11.14 inches, 33.38 x 28.30 cm

Page (full bleed): 3788 x 3263 px – 12.627 x 10.877 inches, 32.07 x 27.63 cm

Note: Don't forget to keep all of your important content at least 1/8-inch (.3175 cm) away from all sides of each page. If you go beyond the 1/8 safety margin, which is our trim cutoff, you do so at your own risk.

A quick word on ImageWrap: Covers need to be adjusted for the actual wrapping of the ImageWrap. Please make sure you keep all critical content — your images and text — at least 1/4" (.635 cm) away from the top, bottom, and sides of your cover.

How does color management work with Blurb?

A majority of people are extremely happy with the color reproduction of their images in a Blurb book. However, if you are interested in more advanced color management there are a few options worth considering.

1. Create a proof book

Consider creating a small book, 20-40 pages, in order to test and bracket some of your images. Besides saving images in the sRGB color space, which we recommend to get the best color quality in your book, you can also include a color chart in the back of your book so that you can make some adjustments before placing a bulk order. Since Blurb books are print-on-demand there isn't really the concept of a "proof" that you might be familiar with from an offset process.

2. Soft-Proof your images using an ICC Profile

Four-color Blurb books are printed primarily on an HP Digital Indigo Press. HP publishes a generic ICC CMYK profile for this press which can be used to soft-proof your images in Photoshop or your preferred imaging tool. You can find this by searching for "color profile" at blurb.com/help. Recently Blurb has introduced B3 Custom Workflow which is a color managed process for creative professionals using books as part of their business. Or, more simply put, it's an easy way for pros to get truer contrast, more accurate color, more neutral black and whites, and printing consistency across book orders. There is a custom Blurb ICC profile provided as part of this service. You can learn more and request an invitation to the B3 program at blurb.com/b3info

Check out Blurb's help website for additional questions, tips and tutorials, and customer support: blurb.com/help