

# Blurb Photography and Printing FAQs

## 01: What make/model of printers does Blurb use?

All Blurb book pages are printed on HP Indigo Digital presses. Dust jackets, ImageWrap covers, and soft covers are printed on devices that vary by printing facility.

## 02: What kind of paper does Blurb use?

- Blurb's standard paper is an 80# (135 gsm.) matte-surface paper that is acid-free and lignin-free.
- Our premium paper option is 100# (180 gsm.) silk and is FSC (Forest Stewardship Council, [www.fscus.org](http://www.fscus.org)) Certified and the supplier is Third-Party Chain-of-Custody Certified as well.
- Our B/W Text pages are 60# (90 gsm) cream paper that is archival and acid free.

## 03: What kind of printing process?

HP Indigo presses are digital-offset, commercial-quality presses and have output characteristics similar to those of traditional commercial offset printing.

## 04: How archival are the prints?

Our books have permanence similar to traditional offset printing.

## 05: How are the books bound?

Hardcover and ImageWrap books have durable library binding. Hardcover books have black linen cases while ImageWrap books have matte-laminated hard cases. Hardcover books include gloss laminated 4-color dust jackets. Softcover books have durable perfect binding and 4-color, 10 pt. covers with gloss laminate. The size of your book depends on which type of book you choose to make. Your book will come in one or more of these sizes:

- **B/W Text** – 5 inches by 8 inches tall, portrait orientation.
- **Standard Landscape** – 10 inches wide by 8 inches tall, landscape orientation.
- **Standard Portrait** – 8 inches wide by 10 inches tall, portrait orientation
- **Square** – 7 inches tall by 7 inches wide, classic square format.
- **Large Format Landscape** – 13 inches wide by 11 inches tall, landscape orientation (hardcover only).

## 06: What is the best resolution and image size for the images in my book?

For best results, make sure you have enough image information (pixels) relative to the chosen size book (standard landscape or portrait, square, or large format landscape) you have chosen to use.

Your largest images (for covers and pages with full-bleed images) should be no larger than:

- **B/W Text 5x8:** Cover 1663 x 2550; interior pages, full bleed: 2063 x 2076
- **Square 7x7:** Cover 2225 x 2142; Interior pages, full bleed: 2063 x 2067
- **Standard Landscape 10x8:** Cover 3038 x 2555; Interior pages, full bleed: 2884 x 2471
- **Standard Portrait 8x10:** Cover 2530 x 3080; Interior pages, full bleed: 2363 x 3000
- **Large Format Landscape 13x11:** Cover 3955 x 3342; Interior pages, full bleed: 3788 x 3263

## 07: What color profile should I use for my images?

We recommend sRGB color to get the best color quality in your book.

## 08: Is there any difference in print quality between hardcover and softcover books?

Because all of our books are printed on the HP Indigo, the only difference is how they are bound.

## 09: For images that fill the entire page, how much of my image will be cropped?

1/8-inch will be trimmed from the top, bottom, and outside edge of the book. Don't forget to keep all of your important content at least 1/8-inch away from all sides of each page. If you go beyond the 1/8-inch safety margin, which is our trim cutoff, you're living in dangerous territory.

## 10: When I am in BookSmart's preview mode, does it show me the final cropped size?

Not at this time. 1/8-inch will be trimmed from the top, bottom, and outside edges of the book.

## 11: What file formats can be imported into BookSmart?

Presently, BookSmart supports JPG and PNG file formats only. BookSmart also supports PNG transparency, so lots of options here.

## 12: Can BookSmart link up directly to Aperture?

We are currently working on Aperture integration.

## 13: Can I import my own design into BookSmart?

Yes, you can export a page from a layout program (like Photoshop or InDesign) as a JPG or PNG, and add it to your My Pictures Library. (Sorry, no TIFF, PDF, or PICT files as they give BookSmart hives.) For best results, select the full-page image option from the picture layouts menu, or rollover any image container to get the appropriate container dimensions.

## 14: Can I import a PDF layout created in Adobe InDesign?

1. Save our your InDesign file as a high resolution PDF (all single pages, not spreads).
2. Take the rendered PDF file and drag it into Photoshop, setting your DPI to 300, and color space to sRGB color.
3. Import your newly extracted PNG or JPG and drop it into BookSmart.

*\*Warning: Opening your high resolution PDF in Adobe Acrobat and “saving as” a PNG, or JPG results in a low quality output not suited for print*

## 15: Can I use BookSmart to create contact/proof books?

Currently, the best way to do this is to create your pages using Photoshop's Contact Sheet. Go to File/Automate/Contact Sheet to set up your page. Set the DPI to 300, sRGB colorspace, and make your page size at least a 1/2-inch smaller than our page size after it's cropped. This will insure your page images and text are not cropped off. Use BookSmart's zoom tool if you need to make further adjustments.

If you have a large series of pages, you will want to also run another Photoshop Automation/Batch. Batch a folder of images and rename the files to start with a three-digit numerical sequence before the file name so you can “Autoflow” the pages into your layout in the proper order based on the three-digit numerical sequence. This will save you a lot of time once you are in layout mode in BookSmart.