

Blurb BookSmart® QuickStart Guide

Blurb BookSmart® is the centerpiece of Blurb's creative publishing service and turns photos, blogs, business plans, recipes, email, or any other content into a bookstore-quality book. This bookmaking application allows users to drag and drop pictures and text into professionally designed book templates, with dust jackets, customizable backgrounds, page layouts, and color palettes.

1. Download BookSmart

First, download Blurb's aptly named BookSmart software from blurb.com. (We know you've heard this before, but it's free and fast. Really.) You'll find a big, juicy download button on the home page and it is available for both Mac and PC.

2. Install BookSmart

You could do this with one hand tied behind your back. Here's all you do:

1-2-3 installation for PC after download.

1. Locate the installer you downloaded (it's probably on your desktop).
2. Double-click the Install Blurb BookSmart® icon to launch the installation wizard, and follow the directions.
3. Double-click the BookSmart icon to launch BookSmart, and start creating your book.

Ridiculously easy installation for Mac after download.

1. Drag and drop the BookSmart icon into your Applications folder. This should override any older versions of BookSmart you may have downloaded. If you happen to have other versions of BookSmart not residing in your applications folder, please drag the older version to the trash.
2. To launch BookSmart, open the BookSmart folder (inside your Applications folder), then double-click the BookSmart application.

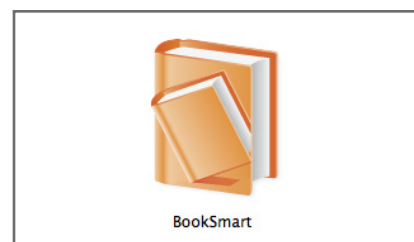
3. Start a New Book

No surprises here, just click the New Book button. Once you've already started a book, you can always start over by selecting "New Book..." from the File menu.

The New Book Wizard will walk you through the steps to:

- Choose a book size – You don't need to decide on hardcover, softcover or ImageWrap until you order your book.
- Select a starting layout – There are many more to choose from once you start your book.
- Add photos – Select photos to use in your book from your computer or online photo site. You can always add more later.
- Choose to autoflow your photos into your book, or drag and drop your photos exactly where you want them.
- Pick a theme for your book – BookSmart offers a selection of coordinating background colors, patterns, borders, and fonts – all developed by our professional book designers to give your book a consistently gorgeous look and feel.

Presto – there's your book draft.



4. Edit Your Book

Once the New Book Wizard has guided you to a complete book draft, the Edit window will automatically appear. You might be ready to proof and publish, but you can also take this opportunity to customize your content as much as you like.

Add photos.

If you haven't already, import photos from your computer or web album, click the "Get Photos" button in the "My Imported Photos" area or top toolbar of the BookSmart interface. Once your photos are in the My Imported Photos area, you can either add a group of pictures all at once, or add pictures one at a time as you need them by simply dragging and dropping them into the gray photo containers in your book layout.

Add captions and stories.

Click into any text box and begin typing, or copy and paste from any text file into a text area. Your pasted text will flow through adjacent text containers starting with the one you selected until all text has been automatically flowed into your book. Note that photo caption and title text areas limit the amount and size of text you can add. Once added, select your text to automatically bring up the Text Toolbar where you can change the font, color, size and alignment.

Change page layout.

BookSmart gives you many different ways to display text and images on each page – so go ahead, explore your layout options. Here's how it's done:

1. Select the page in your book you'd like to change, or add a new page.
2. Keep your text and images handy (on your computer or in your My Pictures Library) to drag and drop into your new layout – the text and images in your current page layout may not fit into the new one.
3. Click the layout thumbnails in the Choose Page Layout area on the top left of the interface, until you find one that looks just right.
4. Drag and drop your images and text into your new layout as needed, and admire your page design finesse.

Add or remove pages.

Click the "Add Page" button on the top toolbar to insert a page at your current place in the book. To remove a page, select the page and hit the "Remove Page" button or the Delete key.

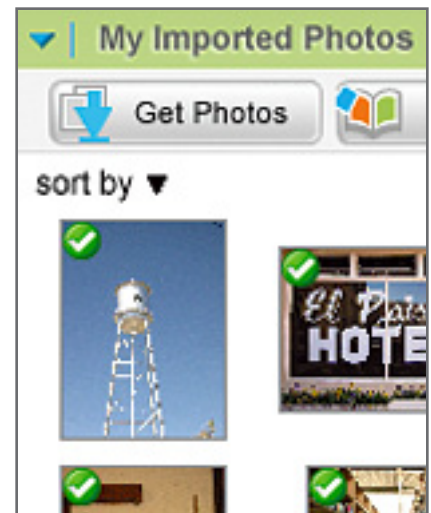
5. Play with Colors, Patterns, and Photo Borders

Change your theme.

To explore different looks for your book, click the "Theme" button on the top BookSmart toolbar. Choose from one of the 15 preset themes available in BookSmart or customize to your heart's content.

Customize your page backgrounds.

Each theme comes with a choice of background colors, patterns, and ornamental details. To change the background of the page you're working on, click on the Background button and make your selection from the pop-up list. You can also change the backgrounds for your entire book by selecting "Apply this background to all pages" in the background menu.



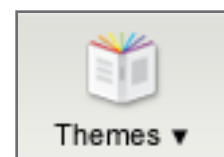
Add photos



Change page layout

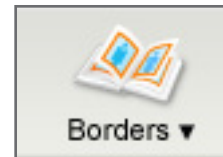


Add and remove pages



Add photo borders.

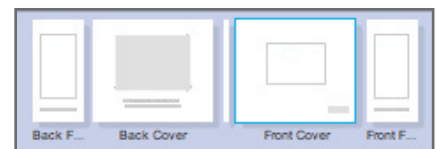
The right borders can make your photos look professional. Click on a photo to display the Photo Tools, hit the “Borders” button, and take your pick of the borders and frames. You can also change picture borders for your entire book by selecting “Apply this border to all photos” in the borders menu.



6. Design Your Cover

To design your cover and dust jacket:

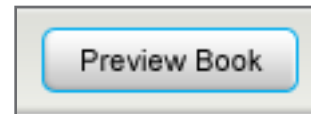
1. Select the Cover area in the Thumbnails view of your book (at the bottom of the BookSmart window).
2. Choose the cover layout you like from the Apply Page Layout area (on the top left of the interface).
3. Enjoy the view of your book cover using the Cover Views buttons, located to the left and just above your book page thumbnails. Choose Full Cover to view all five components of your dust jacket (front, back, spine, and front and back flaps), or Front Cover to admire just your front cover. Any way you look at it, you should be impressed. If not, go ahead and try another cover layout.



Cover views and dust jacket

7. Preview Your Book

To see how your pages will look in print, click the Preview Book button anytime. If you find a goof or have a new burst of inspiration when you're in Preview mode, just click the Edit Book button to make changes.



8. Upload and Order

Once your book is good and ready for your eager fans, click the Order Book button or choose Publish > Order Book. You'll be asked to login to your Blurb account so you'll need to be connected to the Internet. Once you're logged in, you can start uploading your opus. This could take awhile, especially if you have a lot of photos in your book – probably enough time to have a nice cup of <insert your beverage of choice here>. Check the upload status indicator, which tells you how soon your upload will be complete.

9. Purchase Your Book at Blurb.com

Once your book has been uploaded to Blurb, your browser will launch and you will be taken to My Books, where you can order copies for yourself and others. The minimum order is one book, but the sky's the limit – order a couple for friends, a dozen for family, or thousands for your many fans. You might want to order and review a single review copy before ordering multiple copies, just to make sure there's nothing you overlooked (and that you remembered to thank all those fans in your book). Don't fret if you forget to order a book for someone – you can always order more later.

10. You're an Author!

Get that book-signing pen ready: Your book will arrive within seven to ten business days. Why keep the good news to yourself? Announce your book release to friends and family, or let the whole world know by adding your book to Blurb's public bookstore.

Looking for additional help or inspiration?

Find your way to blurb.com/help where you'll find Frequently Asked Questions, tips galore, video tutorials and free training webinars. Happy Bookmaking!

