

QUICK START GUIDE

Getting Started

Welcome to the SharedInk family! This Getting Started manual is designed to quickly help you create your first SharedInk photo book. All document and template references in this guide can all be found on the SharedInk download page at: <http://www.sharedink.com/downloads>.

Step 1 Get page specs

The first thing to do is to select your book size and get the page specifications.

- The Photoshop formatting templates found on our download page makes life easy if you are using Adobe Photoshop.
- Use the The SharedInk Formatting Specifications Guide if you use another album layout program.

Step 2 Create the album pages

- Use either sRGB or Adobe RGB color space. Also sharpen and color correct your images as you'd like. Since we work with professional photographers, SharedInk does not color correct or auto sharpen your images like some consumer oriented photo book services.
- The first page should be a right hand page, it cannot be a spread. If you want the first page to be blank insert a blank image as the first page.
- Use the right and left page specifications as needed. Most photographers find it is easier to design spreads (left and right pages together), since you can mostly ignore the part of the design that disappears into the gutter.

Step 3 Create the cover image

- If you are creating a photocover book or a linen book with tipped in photo you will need a cover image. Name the cover image "cover".
- Label specifications can be found in the Photoshop formatting templates or the The SharedInk Formatting Specifications Guide.
- Photocover specifications can be found in the Photocover Book Design Guide.

Step 4 Prepare your files

- Save your images as high resolution JPEGs and have them named correctly.
- Name your files with the page number, such as page001.jpg, page002.jpg, etc. The cover photo should be named "cover.jpg".
- Save out your files using JPEG quality level 10.
- Zip up the files for uploading.

Step 5 Upload your files and order your book

- Start the process by selecting "New Book" at the top of the SharedInk web page after logging in to your account.
- Follow the easy step by step process to upload and order your hand crafted press printed photo book.
- After placing your order you will get a confirmation email. When the book is shipped you will receive another confirmation email with shipment tracking information.

**At any time during this process,
please feel free to email us at support@sharedink.com
or call us at 1-877-944-8920.**

We're here to help!

TIPS

1 Page Specs

- By request we can resize your books up one size or down one size after you design them. This is great for making parent book versions of an album. For flexibility design to the middle sizes, which are the Keepsake 11x8.25 or 8" Square books.

2 Create

- Many photographers find it more efficient to identify the photos you'd like to use before you get started.
- Before uploading your files they will need to be named with page number information, like page001.jpg, page002.jpg, etc. You can name the files as you design your album or you can rename them using Adobe Bridge when preparing your files for upload.
- Design using the double page spread template or specifications on all but the first and last page. Since the pages in the book will be seen together it is easier to ensure a nice design by doing this. You can also have an image cross the binding, a great effect, especially using layflat pages.
- A common design technique is to have one primary photo on each page or spread, and between 0 and 4 smaller supporting images.
- Keep your design in native Photoshop PSD files until you are done creating your album.

3 Cover

- For a photocover book it is common to put a book title in the image. Photographers generally don't put any text in the image when creating a tipped in cover label.

4 File prep

- You can save a ton of time creating your JPEG files by using Photoshop's Image Processor command. Menu selection: File > Scripts > Image Processor...
- Another time saving tip is to rename your pages using the Batch Rename command in Adobe Bridge, which ships with Photoshop CS2 and later. Menu selection: Tools > Batch rename

5 File upload and ordering

- If you prefer, or have problems completing the upload step, you may want to use our FTP server. You can get instructions for this at http://www.sharedink.com/members/fpo/fpo_ftp.aspx.

SOME HELPFUL LINKS:

The Photographer Program download page:
<http://www.sharedink.com/downloads>

The Photographer Program homepage:
<http://www.sharedink.com/members/fpo>

Photographer Program frequently asked questions (FAQ):
http://www.sharedink.com/members/fpo/fpo_faq.aspx

Complete pricing information:
http://www.sharedink.com/members/fpo/fpo_pricing.aspx

Info about sending files via FTP:
http://www.sharedink.com/members/fpo/fpo_ftp.aspx

