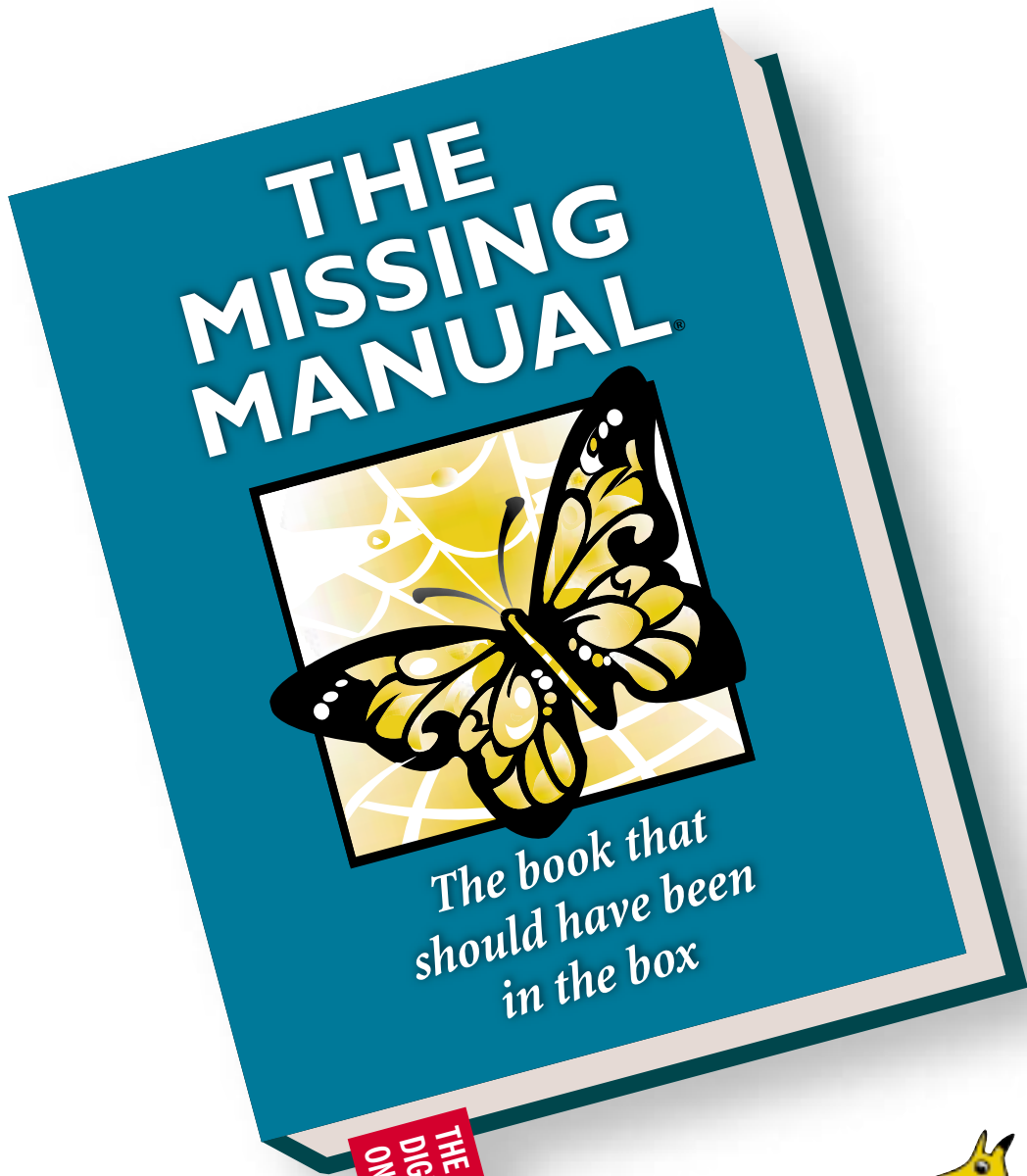


# iPhoto 2



David Pogue  
Joseph Schorr  
Derrick Story



**POGUE PRESS™**  
**O'REILLY®**

# Publishing a Photo Book

At first, gift-giving is fun. During those first 20, 30, or 40 birthday, anniversary, Christmas, thank-you, welcome-to-the-neighborhood, good-luck-in-your-new-location, sorry-about-the-car, or I-think-you're-the-cutest-one-in-the-whole-tenth-grade-class events, you might actually *enjoy* picking out a present, buying it, wrapping it, and delivering it.

After a certain point, however, gift-giving becomes exhausting. What the heck do you get your dad after you've already given him birthday and holiday presents for 15 or 35 years?

If you have iPhoto, you've got an ironclad, perennial answer. The program's Book feature lets you design and order (via the Internet) a gorgeous, linen-covered, 9-by-11-inch hardbound book, printed at a real bindery and shipped back to you in a slipcover. Your photos are printed on the glossy, acid-free, single-sided pages, complete with captions, if you like.

A ten-page book costs \$30 (extra pages are \$3 each). That's about the least you could hope to pay for a handsome, emotionally powerful gift *guaranteed* never to wind up in an attic, garage sale, or Goodwill shop. In short, it's a home-run gift every time.

But the iPhoto book is not *only* a gift. You should also consider ordering them for yourself—one each for your vacation, wedding, child, or whatever. These books are amazing keepsakes to leave out on your coffee table—the same idea as most families' photo albums, but infinitely classier and longer lasting (and not much more expensive).

## Phase 1: Pick the Pix

The hardest part of the whole book-creation process is winnowing down your photos to the ones you want to include. Many a shutterbug eagerly sits down to create his very first photo book—and winds up with one that’s 49 pages long (that is, \$147).

As a general rule, each page of your photo book can hold a maximum of four pictures. (iPhoto also offers canned book designs called Catalog and Yearbook, which hold up to 32 tiny pictures per page in a grid. At that size, however, your pictures don’t exactly sing. Instead, the whole thing more closely resembles, well, a catalog or yearbook.)

Even the four-per-page limit doesn’t necessarily mean you’ll get 40 photos into a ten-page book, however. The more pictures you add to a page, the smaller they have to be, and therefore the less impact they have. The best-looking books generally have varying numbers of pictures per page—one, four, three, two, whatever. In short, the number of pictures you’ll fit in a ten-page book may be far lower than 40—25, for example.

The first step is to create an album (page 114). In Organize mode, fill it with the pictures you really want in the book.

This can be an excruciating experience, especially if you and a collaborator are trying to work together. (“You can’t get rid of that one! It’s adorable!” “But honey, we’ve already got 139 pictures in here!” “I don’t care. I love that one.”)

As you work, constantly keep in mind the photo *sequence*. Drag them around in the album to determine a preliminary order. You’ll have plenty of opportunity to fine-tune each page of the book (and rearrange the pictures on it) later in the process. When you’re still in Organize mode, the only critical task is to place the two most sensational or important photos first and last (for the cover and the last page of the book).

## Phase 2: Choose a Theme

Once you’ve corralled the book’s pictures into an album of their own, click the album, and then click the Book button below the main picture area (Figure 10-1). (If you forget to click the album before clicking Book, iPhoto will scold you.)

---

**Tip:** If you’ve been working in some other album, you can save a click by Option-clicking the album that you want to become a book. Option-clicking a different album in the list always switches into the mode you’re *not* currently in: Organize or Book.

---

Now you see something like Figure 10-1: a large preview page above, and a scrolling bank of thumbnails below, representing the book’s pages. iPhoto has just turned into a page-layout program.

**Tip:** Light blue lines surround each photo and text box. These *guides*, as they're called, won't appear in the printed book. They're there just for your convenience, to help you visualize how the finished layout will look. Still, if they bother you, turn off the Show Guides checkbox in the lower-left corner of the window.

Before you dive in, take a moment to get your bearings. Note that the thumbnails are numbered—an early-warning system that shows you how many pages long your book will be (read: how expensive).

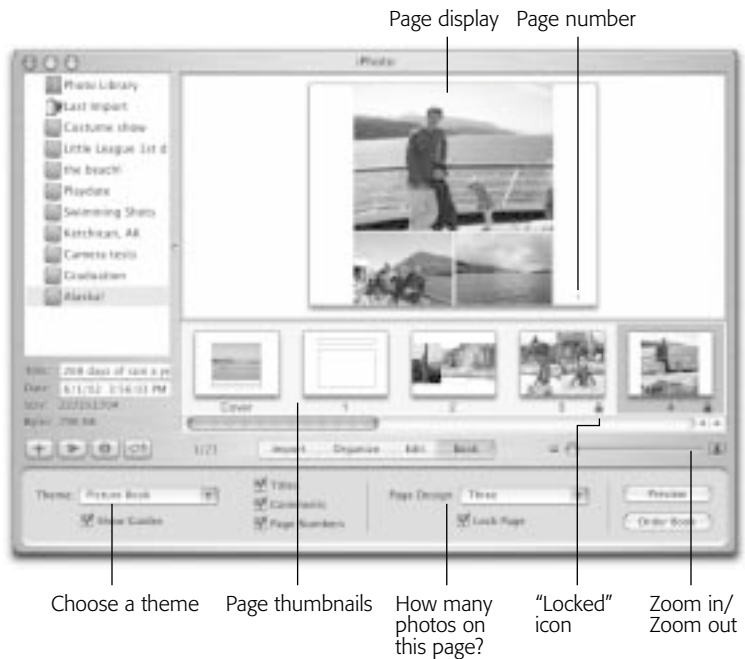
If you're like most people, your initial layout will be much too long. Not to worry; you'll fix that in a moment.

In book-design mode, you can't add photos to your album, take any photos out, or even rearrange them. You can perform tasks like these as you work on your book—but you must click the Organize button to do so.

What you can do, however, is design your book pages, and that process begins when you choose a *theme* for the book—a canned design, in other words. Use the Theme pop-up menu at the lower-left corner of the iPhoto screen for this purpose (shown in Figure 10-1). Before you begin fiddling with individual pages, try each of the themes in turn, studying the thumbnails and page previews to get a feeling for the effect.

**Figure 10-1:**

*In Book mode, there's a miniature page-layout program right in iPhoto. Note that the picture-size slider is still present. You can use it to zoom in or out from the page you're working on, which can be handy when you're editing text or captions at small type sizes.*



**Caution:** Choose carefully. You can switch to a different theme for this album later, but you'll lose *all the custom text and photo groupings* you've performed so far.

You won't lose your captions, because those are the Comments stored with every photo in your collection. "Custom text" refers to the text you type into Introduction pages (page 221) and onto every page of the Story Book design (page 214). (If you have, in fact, typed any custom text, iPhoto warns you about this loss when you try to switch layout themes.)

If you want to experiment with a different theme once you've spent some time with one, *duplicate the album first*. (With the album highlighted in the list, choose File→Duplicate.) Now you can change the theme on the duplicate without destroying the work you've done on the original.

Your choices are:

- **Catalog.** This design looks exactly like a mail order catalog: a picture on the left, and a name and description on the right—all eight times per page (or one, or four). It's neatly aligned and somewhat conservative. For example, there's a page design called Introduction, where you can pour a lot of text, such as your shipping policies, a letter from the founder, what this season's catalog offers, and so on.



It's also good for more than just designing catalogs, however. It would be an ideal "face book" (with mini biographies) for, say, a dating agency or personnel director. It's also a candidate for a regular photo album, in the event you're the kind of person who wants it to look square and gridlike, like a *real* photo album book from Office Max.

- **Classic.** It's easy to deduce the philosophy behind this conservative, clean design: maximum photos, minimum text. Photos are as large as possible on the page (up to four per page), and each offers only enough room for a title and a very short caption.



- **Picture Book.** This design's philosophy is even starker: maximum photos, period. There's no text, and only minimum margins. Thus, on one-photo-per-page pages, the photo stretches gloriously from one edge of the page to the other—a *full bleed*, as publishers say.



This dramatic design can be emotionally compelling in the extreme. The absence of text and minimization of white space seems to make the photos speak—if not shout—for themselves.

As you build your first book, you may be compelled to choose a theme that offers space for captions. But if your text is no more illuminating than, “Timmy doing a belly-flop” or “Dad falls asleep at the bar,” consider the Picture Book theme instead.

This is, after all, a *photo* album, and so it may be worth giving the photos all the space they deserve. You don't need to eat into their space by restating the obvious.

---

**Tip:** Keeping in mind that the book is published *horizontally*, in landscape mode, will help you maximize page coverage. For example, on pages with only one photo, a horizontal shot looks best. It will fill the page, edge to edge. On pages with two photos, two side-by-side vertical (portrait-mode) shots look best. They'll appear side by side, filling the page top to bottom.

---

- **Portfolio.** Modeled after a photographer's portfolio, this design has elements of both Catalog and Picture Book. Like Catalog, it provides text boxes that accommodate a title and description for each photo. But as with Picture Book, the photos are otherwise displayed at maximum size, with very little white space between them.

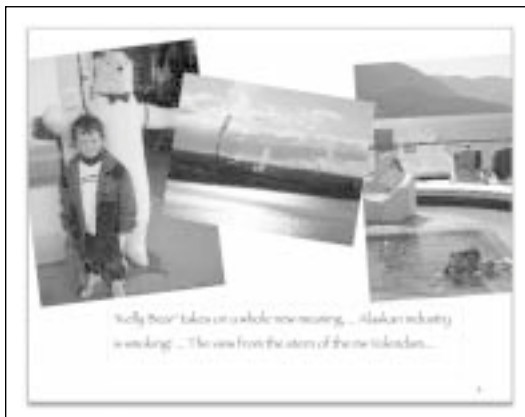


The whole effect is a tad industrial-looking, so you probably wouldn't want to use it as a “memory book” for some trip or event. It's useful in situations where Catalog would be right, except that it's more interesting to look at, thanks to the varied photo sizes.

## Phase 2: Choose a Theme

- **Story Book.** Here's a wackier, more energetic layout in which *no* photos are square with the page. Everything falls at a tilt, as though tossed onto a coffee table helter-skelter. If there's more than one photo per page, they may even *overlap*.

The layout isn't complete chaos, however, thanks to the text boxes for captions, which are always parallel to the page edges and therefore anchor the design. Overall, this theme is livelier than the others; use it when fun, craziness, or lightheartedness is your desired effect.



- **Year Book.** This theme lets you fit up to 32 photos on each page—just as in a high school yearbook. Of course, if you choose greater quantities, the photos themselves get smaller—but iPhoto always leaves you enough room for a title (“Chris Jones”) and a little description (“Swim team ’02; voted Most Likely to Enter the Priesthood”).



---

**Tip:** Make an effort to choose a quantity of photos that neatly fills the final page, or at least a row of it. Otherwise, the final page can look a bit half-finished.

---

Try choosing each of these themes in turn from the Themes pop-up menu. The thumbnails of your pages should give you immediate feedback about the suitability of each design for your book project.

## Phase 3: Design the Pages

Once you've selected an album and a theme, the most time-consuming phase begins: designing the individual pages.

It's important to understand that iPhoto thinks of the pictures in your book as a *continuous stream* that flows from left to right, in precisely the same order as in the

album you've selected. You can drag your page thumbnails around with the mouse to rearrange them—but behind the scenes, you're simultaneously rearranging the photos in the album. Similarly, if you drag photos around in the Organize window for your album, you'll wind up rearranging the pages of your book. Figure 10-2 should drive this point home.

**Tip:** You'll soon discover that designing a book is a much happier experience if you work on your pages strictly from *left to right*. Doing so reduces the likelihood that your photos will sproing out of order unexpectedly, as described on page 219.

To begin work on a page, click its thumbnail. Now you have three decisions to make: how many photos should appear on this page, what text should appear, and what the text should look like.

**Figure 10-2:**

*Top: There's a rigid correspondence between the order of the photos in your book and the order they appear in the album (in Organize mode).*

*Bottom: If you drag a page into a new position in Book mode, you'll find the photos' new order reflected in Organize mode. See how the two circled photos have moved in the lower shot of Organize mode?*

**Before:**

Book mode

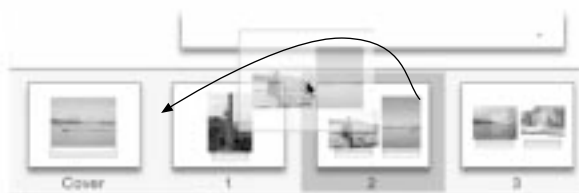


Organize mode



**After:**

Book mode



Organize mode



---

**Tip:** Even in Book mode, you can still rotate photos, rename them, change their dates, or delete them, just as you would thumbnails in Organize mode (see Chapter 5).

---

## The Cover

Start with the Cover page—the first thumbnail in the row. When it’s selected, the cover photo appears in the main picture area. This is the picture that will be pasted (and centered) on the linen cover of the actual book. (The cloth cover of your book will be one of several handsome dark colors, *not* white as it appears here.)

You can’t do much with the cover except to change the title or subtitle; see “Editing titles and captions,” below. You’ll choose the cover color in a later step.

---

**Tip:** The picture you see here is the *first picture* in the album. If it’s not the photo you want on the cover, click the Organize button and drag a different photo to the beginning of your album.

---

## Pictures per Page

Click the thumbnail for page 2. If you did some preliminary arranging work in your album, your photos should already be in roughly the right *order* for the book pages—but not necessarily the right *groupings*.

You control how many pictures appear on a page—and, to an extent, their layout—by choosing a number from the Page Design pop-up menu. Your choices are:

- **Cover.** The first thumbnail in your book *must* have the Cover design.

On the other hand, subsequent pages can *also* have the Cover layout. You can use this quirk to your advantage. For example, in a book that documents your trip to three countries, you can have a “cover” layout that introduces each country’s batch of photos.

- **Introduction.** In most themes, this special page design has no photos at all. It’s just a big set of text boxes that you can type (or paste) into. Here’s where you can let the audience know about the trip, the company, or the family; tell the story behind the book; praise the book’s lucky recipient; scare off intellectual-property thieves with scary-sounding copyright notices; and so on.

### FREQUENTLY ASKED QUESTION

#### Cover = Page in the Album

*I want to use my cover photo as one of the pages in the book, just like they do in real coffee-table photo books. How do I do it?*

In Organize mode, click the photo and then choose File→Duplicate (⌘-D).

Now you have two copies of the photo. Drag one to the front of the line in the album (to use as the cover). Drag the other into the mass of other photos, so that you can now use it in one of the interior page layouts.

**Tip:** An Introduction page (one of the choices in the Page Design pop-up menu) doesn't have to be the first page of the book (after the cover). You can turn *any* page into an Introduction page. Such pages make great section dividers.

They're especially useful in designs that use the Picture Book theme that otherwise have no text at all. An Introduction page can set the scene and explain the following (uncaptioned) pages of pictures.

- **One, Two, Three, Four....** Use these commands to specify how many photos appear on the selected page. iPhoto automatically arranges them according to its own internal sense of symmetry.

#### FREQUENTLY ASKED QUESTION

### Case of the Hideous Layout

*Oh my gosh, you can't believe how ragged my book pages look. They don't look anything like the tidy illustrations in this chapter, or the examples on the Apple Web site. What's going on?*

iPhoto's design templates operate on the simple premise that all of your photos have a 4:3 *aspect ratio*. That is, the long and short sides of the photo are in four-to-three proportions (four inches to three inches, for example).

In most cases, that's what you've already got, since those are the standard proportions of standard digital photos. If all your pictures are in 4:3 (or 3:4) proportions, they will fit neatly and beautifully into the page-layout slots iPhoto provides for them.

A few cameras produce photos in the more traditional 3:2 film dimensions (1800 x 1200 pixels, for example), and some cameras let you choose. That feature will make you very happy when it comes time to order Kodak prints of your pictures (Chapter 8)—but will cause you nothing but headaches when you want to lay out a photo book. They won't align with the canned iPhoto designs, and full-bleed (edge-to-edge) pictures won't go edge to edge. They'll leave

unsightly strips of white along certain edges.

Another possibility: You may have made the mistake of *mis-cropping* your photos in iPhoto. When you arbitrarily chop out excess portions of your pictures, you lose the

tidy 4:3 aspect ratio they were born with. You wind up with one picture that's 4:2.5, another that's 5:3, and so on. These photos won't line up when placed into a book layout, either.

The simple way to avoid these problems is to crop your non-4:3 photos using the Constrain pop-up menu (page 133). Choose "4 x 3 (Book, DVD)" from this menu to crop safely.

Now, even though you're chopping away edges of your photo, you're maintaining the ideal book proportions.

If you've already done unconstrained cropping—if you're reading this advice too late, and you've got uneven layouts in your book—you have only one recourse. Click Organize, click the pictures you cropped, and choose File→Revert to Original. Thanks to iPhoto's secret backup system (page 146), you now have the photos as they were when they first arrived from the camera. You can now re-crop them, this time using the Constrain menu to keep the proportions pure.



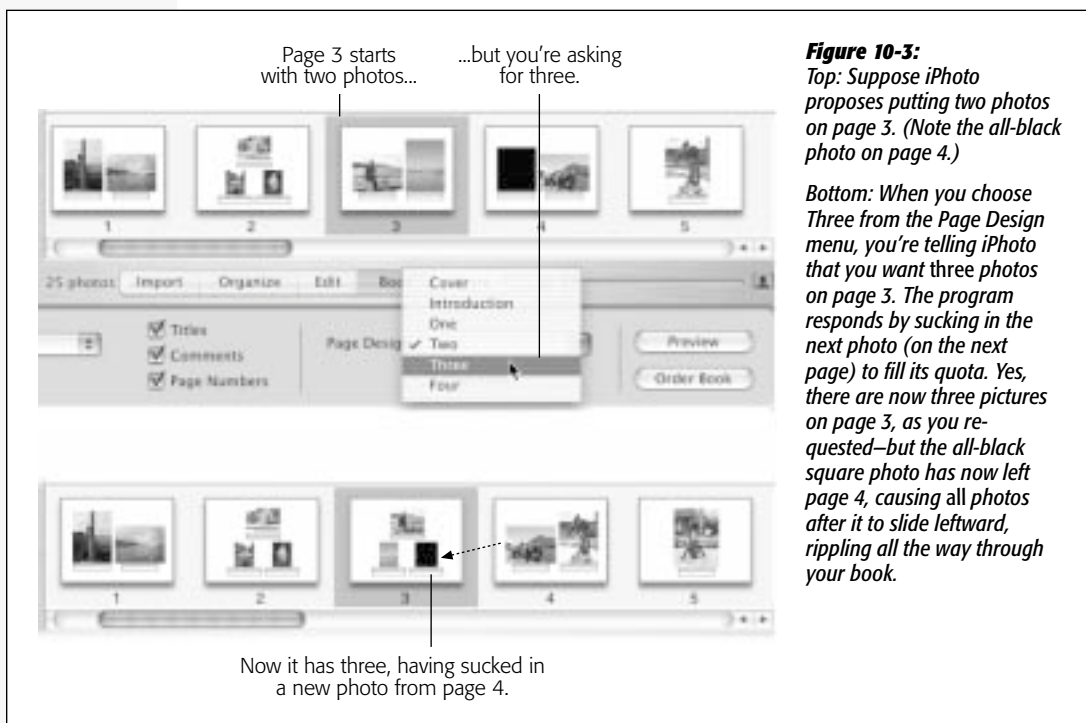
First-time iPhoto book designers frequently complain that they have no control over the placement of the photos *within* the page. You can't drag the bottom picture up to the top, for example.

It's true that you can't rearrange pictures by dragging them—but that doesn't mean you can't rearrange them at all. Remember that the photos' order on the book pages is a mirror of their order in the *album*. Just click Organize, drag the photos into a new sequence, and then click the Book button again. You'll see the change reflected immediately.

Otherwise, you are indeed at the mercy of iPhoto's design templates. In the Story Book theme, for example, you can't dictate which photos overlap their neighbors or how they overlap. In the Picture Book theme, you can't control which photos are half-size and which are quarter-size. And so on.

- **End.** The Page Design pop-up menu for the Story Book theme offers a bonus page design called End. Use it for the last page of the book.

The End page is designed to hold three pictures, and you'd be well advised to fiddle with your album until the last page does, in fact, have three photos on it. Otherwise, you'll wind up with a strange, half-filled look on the End page. For example, if there's only one photo on it, that picture will sit halfway off the left margin, as though sailing off to the left ("later dude!"), and the rest of the page will be blank.



**Figure 10-3:**  
*Top: Suppose iPhoto proposes putting two photos on page 3. (Note the all-black photo on page 4.)*

*Bottom: When you choose Three from the Page Design menu, you're telling iPhoto that you want three photos on page 3. The program responds by sucking in the next photo (on the next page) to fill its quota. Yes, there are now three pictures on page 3, as you requested—but the all-black square photo has now left page 4, causing all photos after it to slide leftward, rippling all the way through your book.*

---

**Tip:** Normally, your selection from this pop-up menu affects only the page you're working on. But if you want all the pages to look the same, hold down Option as you pick a design. iPhoto applies that design to all pages in the book. (Needless to say, this business involves re-laying out all of your pages, even those that you'd locked.)

---

Each time you change the number of photos on a page, something happens that you may find disconcerting: Pictures on the *following* pages slide onto earlier or later pages. Figure 10-3 illustrates this phenomenon.

This syndrome can drive you wiggy if it winds up disrupting a page that you've already tweaked to perfection—a problem you'll almost certainly encounter if you don't work on your pages from left to right.

The solution is simple. Once a page has the right photos on it (and the right *number* of photos), lock it by turning on the Lock Page checkbox at the lower edge of the window. (A tiny padlock icon appears on the page's thumbnail, as shown in Figure 10-1.)

From now on, even if you change the number of shots on an earlier page, the page you locked will remain undisturbed.

Even this trick, though, requires some caution. Keep in mind the following gotchas:

- Once you've locked a page, the Page Design pop-up menu no longer functions for that page. You have to unlock a page before you can change the number of pictures on it.
- If you do unlock a page, watch out...you're taking the muzzle off of a spring-loaded design. Because iPhoto is maintaining a picture group that, in its head, is out of sequence (relative to Organize mode), unlocking a page may cause its pictures to explode into other locations. As a result, you'll witness a ripple effect that's likely to scramble *all* unlocked pages in your book.
- If you use the Theme pop-up menu to change themes, all bets are off. Changing themes blasts *all* layout work into oblivion, locked or not.

#### FREQUENTLY ASKED QUESTION

### The Save Command

*Yo...where's the Save command?*

There isn't one. iPhoto automatically saves your work as you go.

If you want to make a safety copy along the way—a fallback version—highlight the *album* from which the book is de-

rived and choose File→Duplicate. This process takes virtually no extra memory or disk space, but it's good insurance. If you change the layout or theme of a book, iPhoto vaporizes all the text you've entered (and, often, a lot of the layout work). If that happens, you'll be glad you had a backup.

## Page Sequence

As you work, continue to consider the overall effect of your layout. You already know that you can rearrange the photos (by clicking the Organize button and then dragging them), but you can also rearrange entire *pages*. Just drag the thumbnails left or right in their track. (If you return to Organize mode, you'll see that the photos have shifted there, too, to reflect their new order in the book; see Figure 10-2.)

Sometimes chronological order is the natural sequence, especially for books that will be mementos of special events like trips, parties, and weddings. But there's nothing to stop you from cheating a bit—rearranging certain scenes—for greater impact and variety.

As you drag your pictures into order, consider these effects:

- Intersperse group shots with solo portraits, scenery with people shots, vertical ones with horizontals.
- On multiple-photo pages, exploit the direction your subjects face. On a three-picture page, for example, you could arrange the people in the photos so that they're all looking roughly toward the center of the page, for a feeling of inclusion (Figure 10-4). You might put a father looking upward to a shot of his son diving on a photo higher on the page, or a brother and sister back-to-back facing outward, signifying competition.
- Group similar shots together on a page.



**Figure 10-4:**  
*Variety is good—but thematic unity is good, too. Here, two photos taken at the same event, moments apart, feel good together. They tell a little scene and add a little action to your book.*

## Page Limits

The book can have anywhere from 10 to 50 pages. If you create fewer pages, you'll be warned during the book-ordering process that you're about to pay for a ten-page book with blank pages at the end. If you create more than 50 pages, you won't be allowed to place the order at all.

There's nothing to stop you from creating multiple books, however. ("Our Trip to New Jersey, Vol. XI," anyone?)

## Hiding Page Numbers

Each built-in theme includes page numbers stamped on the lower-right corner of each page. You never have to worry about a page number winding up superimposed on one of your pictures, though. A picture *always* takes priority, covering up the page number.

Even so, you may feel that page numbers intrude on the mood your book creates. If so, just eliminate them by turning off the Page Numbers checkbox at the lower-left corner of the window.

---

**Tip:** As you work, you may discover photos here and there that need a little editing—cropping, brightening, and so on (Chapter 6). No problem: Just double-click a picture right in the book-page display window to open it into either Edit mode or an external photo-editing program, as described on page 144. Close the editing window, or click the Book button again, when you're finished.

---

## Phase 4: Edit the Titles and Captions

In every theme, iPhoto offers you text boxes that you can fill with titles, explanations, and captions. Most layouts have space for this kind of text on every page. Only the Picture Book design is text-free (except for the cover and introduction page).

In any case, taking the time to perfect this text is extremely important. A misspelling or typo you make here may haunt you (and amuse the book's recipient) forever.

In general, iPhoto offers the following four kinds of text boxes:

- **The book title.** This box appears on the book's cover and (if you've added one) Introduction page. When you first create a book, iPhoto proposes the *album's* name as the book name, but you're welcome to change it.

A second text box, all set with slightly smaller-type formatting, appears below the title. Use it for a subtitle: the date, "A Trip Down Memory Lane," "Happy Birthday Aunt Enid," "A Little Something for the Insurance Company," or whatever.

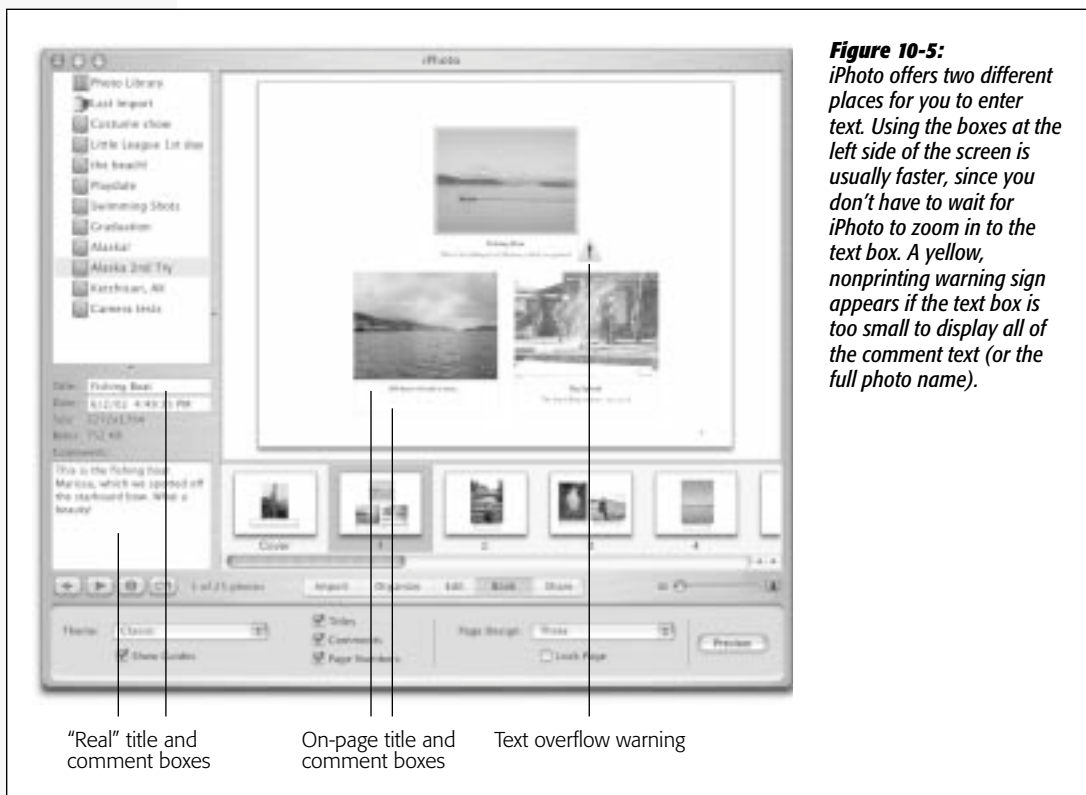
- **The introduction.** Applying the Introduction page design to a page gives you a huge text block that you can fill with any introductory text you think the book needs.

**Tip:** An Introduction page doesn't need to be the first page of the book (after the cover). You can turn any page into an all-text Introduction page. Such pages make great section dividers.

They're especially useful in Picture Book designs that otherwise have no text at all. Whatever you type or paste into the Introduction page can set the scene and explain the following (uncaptioned) pages of pictures.

- **Photo titles.** In most layouts, iPhoto displays the name of each photo. If you haven't already named each picture, you'll get only the internal iPhoto name of each picture—"Roll 132-101," for example. You can edit this name either in the text box on your page preview, or in the Title text box at the left side of the iPhoto window (Figure 10-5).
- **Comments.** The larger text box that appears for each photo (in some layouts) is for a caption. It automatically displays any comments you've typed into the Comments box for a photo at the left side of the iPhoto screen (see page 109). Or, to be precise, it displays the first chunk of that text (Figure 10-5).

Note, by the way, that some of the layouts don't show nearly as much text as the "real" Title or Comments box does. In these cases, iPhoto has no choice but to



chop off the excess, showing only the first sentence or two. A yellow, triangular exclamation point appears next to any text box that has overflow of this kind—your cue to edit down the text to fit the text box on the layout (Figure 10-5).

---

**Note:** On the other hand, iPhoto may give you “false positives,” showing a yellow triangle (and text visually wrapping on the screen) when, in fact, the text will look just fine when it’s printed. (This problem is especially apparent with small text and a reduced-size display of the page.) To find out what you’ll *really* get, make a final proofreading pass using one of the techniques described on page 228.

---

## Editing Text

You’re welcome to edit the photo titles or comments in either place: right here in the layout, or back in the Info box for the individual photos (page 109). In general, the editing process is straightforward. Just proceed like this:

- Click inside a text box to activate the insertion-point cursor, so you can begin typing. iPhoto zooms in on the page and scrolls it, if necessary, so that the type is large enough to see and edit. When you click outside a text box—on another part of the page, for example—the page shrinks again to fit the window.
- You can select text and then use the Edit menu’s Cut, Copy, and Paste commands to transfer text from box to box.
- You can also move selected text *within* a text box by dragging it and dropping it. The trick is to *hold down* the mouse button for a moment before dragging. Add the Option key to make a *copy* of the selected text instead of moving it.
- Double-click a word, or triple-click a paragraph, to neatly highlight it.
- Press Control-right arrow or Control-left arrow to make the insertion point jump to the beginning or end of a text box.
- To make typographically proper quotation marks (“curly like this” instead of “this”), press Option-[ and Shift-Option-[, respectively. And to make a true long dash—like this, instead of two hyphens—press Shift-Option-hyphen.

But here’s the biggest tip of all: *Edit your text in Preview mode.* (Click the Preview button at the lower-right corner of the window; see Figure 10-9.) In Preview mode, each page appears in its own window, which you can make as large as you like. iPhoto therefore doesn’t have to zoom and unzoom as you click each text box, which makes the editing go faster. And because you can see the whole page (instead of only the portion that fits within the photo viewing area), you have a better sense of your text block’s look and proportions relative to the picture.

---

**Tip:** Click the green Zoom button at the left end of the title bar to make the page fill your screen. The result: An even more expansive canvas in which to work.

---

## Hiding Text

As noted earlier, the Picture Book theme is especially dramatic because it *lacks* text. The pictures spill across the pages, strong and big.

Bear in mind, though, that you can turn off the text for *any* of the layout themes. Just turn off the corresponding checkbox (Titles or Comments) in the lower-left corner of the iPhoto window. (You can also leave *individual* boxes empty, of course.)

---

**Note:** You can't *add* titles or comment boxes to a theme that doesn't have them, however. The pages in the Picture Book theme don't have any text on them, and no amount of turning the Titles and Comments checkboxes on or off can change that.

---

## Formatting Text

To a certain extent, you can change the fonts, sizes, and styles of type in your book. To begin, choose Edit→Font→Show Fonts (or press ⌘-T). As shown in Figure 10-6, Mac OS X's standard Font panel appears.

Now click inside the kind of text box you want to change, and then click any font, style, or type size you like. All right, “any” may be stretching it. The truth is:

- You can't change the *size* of the type—only the font and style.



**Figure 10-6:**  
*This is the Font panel, a standard type-choosing dialog box in certain Mac OS X programs. (It generally appears only in so-called Cocoa programs—those that have been written from scratch for Mac OS X rather than adapted from a Mac OS 9 version.) You should ignore the Sizes column because it doesn't work in iPhoto.*

- In general, whatever changes you make apply to *every* title or comment box in the entire book. There's no way to make one caption look different from other captions, or to format only part of a sentence (so that you can italicize a single word, for example).
- There are two exceptions to the previous point. If you select some words and then Control-click them, a contextual menu appears. Choosing Italic or Bold from its Font submenu affects all text in all boxes—but choosing *Underline* affects only the selected words. (It looks pretty crude, but that's a different conversation.)

The Font submenu even offers a Show Colors command. It opens a color palette; using it, you can apply different colors, too, to individual text selections. Yes, the

## UP TO SPEED

### The Heartbreak of the Yellow Exclamation Point

As you work on your book design, you may encounter the dreaded yellow-triangle-exclamation point like the one shown here. It appears everywhere you want to be: on the corresponding page thumbnail, on the page display, on the page preview (which appears when you click Preview), and so on.

If you actually try to order the book without eliminating the yellow triangles, you even get a warning in the form of a dialog box. “Low Quality Warning: One or more photos in your book may print at too low a quality based on the design you have chosen. Do you want to continue?”

All of this boils down to one heartbreaking problem: At least one of your photos doesn't have enough resolution (enough pixels) to reproduce well in the finished book. If you ignore the warning and continue with the ordering process, you're likely to be disappointed by the blotchy, grainy result in the finished book.

You may remember from Chapter 1 that the resolution of your digital camera is relatively irrelevant if you'll only be showing your pictures onscreen. It's when you try to *print* them that you need all the megapixels you can get—like now.

The easiest solution is to shrink the photo on its page. And the easiest way to do *that* is to increase the *number* of pictures on that page. (Some layouts put both large and small photos on the same page. In that case, you may have to click Organize and drag photos around so that your low-res, problem-child picture lands in one of the smaller slots.)

Decreasing a picture's size also squeezes its pixels closer together, improving the dots-per-inch shortage that iPhoto is warning you about.



If even that dramatic step doesn't eliminate the yellow warning emblems, try to remember if you ever cropped this photo. If so, your last chance is to click Organize, click

the photo, and then choose File→Revert To Original. Doing so will undo any *cropping* you did to the photo, which may have thrown away a lot of pixels that you suddenly find yourself needing. (If Revert To Original is dimmed, then you never performed any cropping, and this last resort is worthless.)

Finally, if nothing has worked so far, your only options are to eliminate the photo from your book or to order the book anyway.

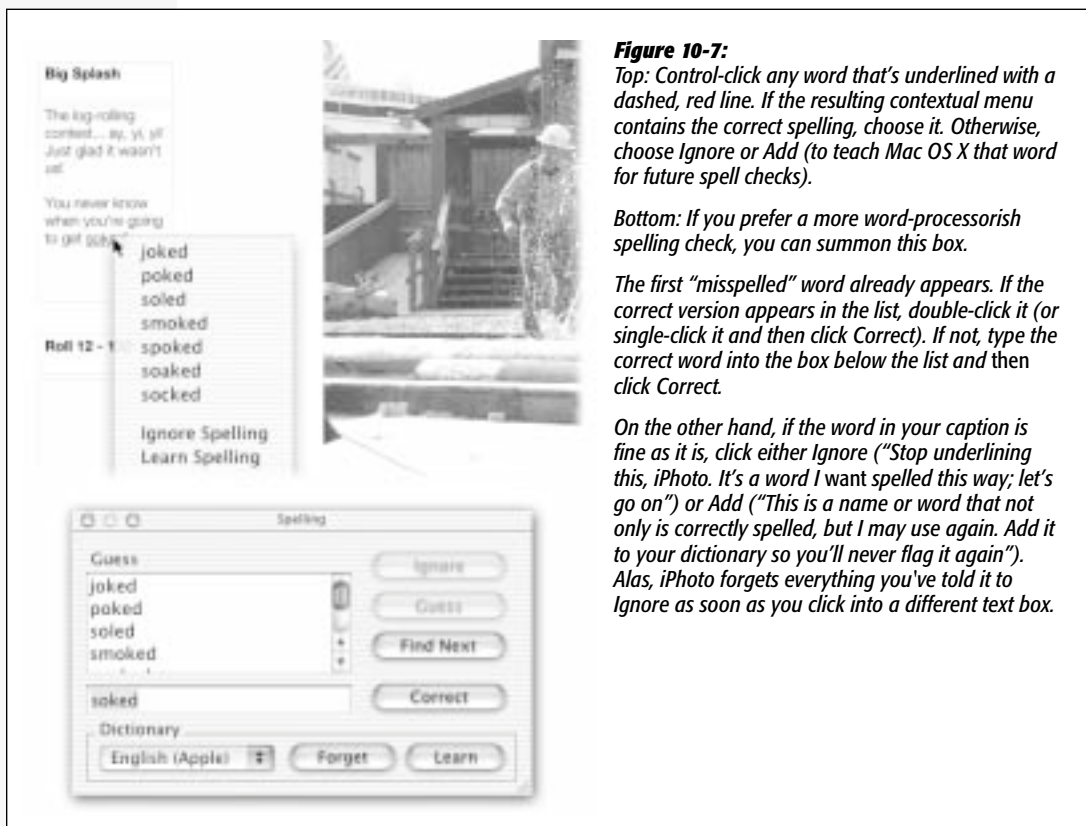
bright, multicolored result might look a little bit like it was designed by Barney the Dinosaur, but the Color option is worth keeping in mind when you're preparing books about, for example, someone's fourth birthday party.

## Check Your Spelling

Ordinarily, you might scoff at the overkill—what difference does a typo make in a photo-organizing program, for goodness' sake? But your tune will change the very day you get your \$30 (or \$150) hardbound photo book in the mail, proudly titled, "Our Trip to the Grand Canyon."

As in a word processor, you can ask iPhoto to check your spelling several ways:

- **Check a single word or selection.** Highlight a word, or several, and then choose Edit→Spelling→Check Spelling (⌘-semicolon). If the word is misspelled in iPhoto's opinion, a red, dashed line appears under the word. Proceed as shown in Figure 10-7.
- **Check a whole text block.** Click inside a title or comment box and then choose Edit→Spelling→Spelling (Shift-⌘-semicolon). The standard Mac OS X Spelling dialog box appears, also shown and described in Figure 10-7.



- **Check as you type.** The trouble with the spelling commands described here is that they operate on only a single, tiny text block at a time. To check your entire photo book, you must click inside each title or caption and invoke the spelling command again. There's no way to have iPhoto sweep through your entire book at once.

Your eyes might widen in excitement, therefore, when you spot the Edit→Spelling→Check Spelling As You Type command. You'd expect it to make iPhoto flag words it doesn't recognize *as you type them*.

Sure enough, when this option is turned on, whenever you type a word not in iPhoto's dictionary, iPhoto adds a colorful dashed underline. (Technically, it underlines any word not in the *Mac OS X* dictionary, since you're actually using the standard Mac OS X spelling checker—the same one that watches over you in Mac OS X's Mail program, for example.)

To correct a misspelling that iPhoto has found in this way, Control-click it. A contextual menu appears. Proceed as shown in Figure 10-7.

There's only one problem: This option turns itself *off* every time you click into a new text box. Using the mouse (there's no keyboard shortcut), you have to turn it on again for every title and caption. The regular Check Spelling command looks positively effortless by comparison.

## Listen to Your Book

Unfortunately, even a spelling checker won't find missing words, inadvertently repeated words, or awkward writing. For those situations, what you really want is for iPhoto to *read your captions aloud* to you.

No problem: Just highlight some text by dragging through it, and then Control-click the highlighted area. As shown in Figure 10-8, a contextual menu appears, containing the Speech command.

**Figure 10-8:** Control-clicking highlighted text produces this secret contextual menu, which includes commands that make iPhoto start and stop reading the text aloud. It uses whatever voice you've selected in Mac OS X's System Preferences→Speech control panel.

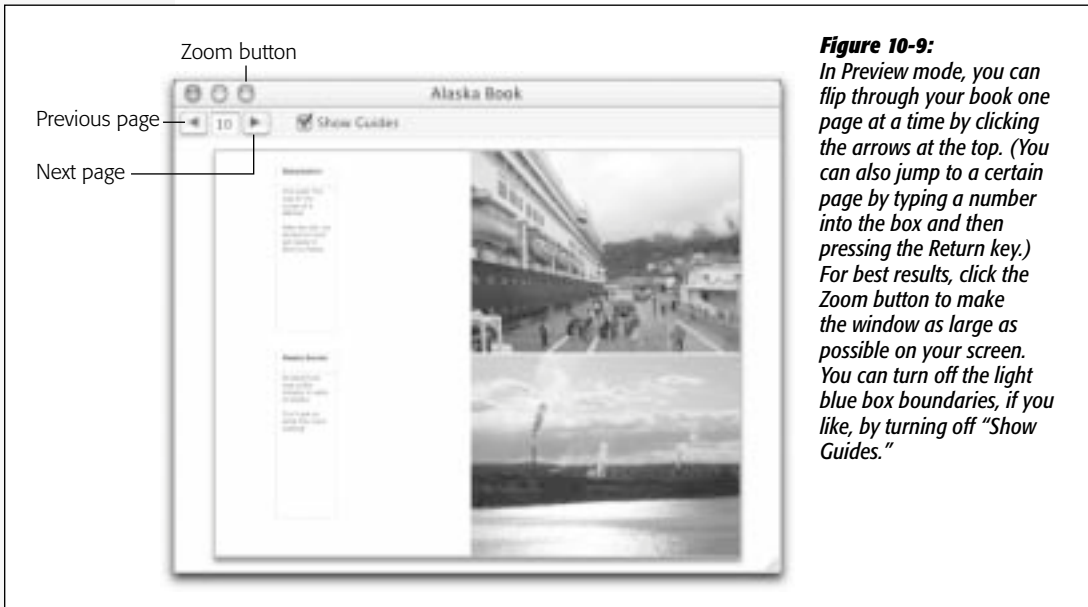


## Phase 5: Preview the Masterpiece

Ordering a professionally bound book is, needless to say, quite a commitment. Before blowing \$30 or more on a one-shot deal, you'd be wise to proofread and inspect it from every possible angle.

### Preview It Onscreen

One easy way to inspect your book is to click the Preview button in the lower-right corner of the screen. iPhoto fills your screen with an electronic version of the selected page for your inspection, as shown in Figure 10-9.



### Print It

As any proofreader can tell you, though, looking over a book on paper is a sure way to discover errors that somehow elude detection onscreen. That's why it's a good idea to print out your own, low-tech edition of this book at home before beaming it away to Apple's bindery.

While you're in Book mode, choose File→Print. After the standard Mac OS X Print dialog box appears, fire up your printer and click Print when ready. The result may not be linen-bound and printed on acid-free paper, but it's a tantalizing preview of the real thing—and a great way to give the book one final look.

### Turn It into a PDF File

Sooner or later, almost everyone with a personal computer encounters PDF (Portable Document Format) files. Many a software manual, Read Me file, and

downloadable “white paper” comes in this format, for many of the following reasons:

- **Other people see your layout.** When you distribute PDF files to other people, they see precisely the same fonts, colors, page design, and other elements that you did in your original document. They get to see all of this even if they don't *have* the fonts or the software you used to create the document. (Now contrast this with the alternative: sending somebody, for example, a Microsoft Word document. In this scenario, if your correspondents don't have precisely the same fonts as you, then they'll see a screwy layout. And if they don't have Microsoft Word, they'll see nothing at all.)
- **It's universal.** PDF files are very common in the Macintosh, Windows, and even Unix/Linux worlds. When you create a PDF file, you can distribute it (by email, for example) without ever worrying about what kind of computers your correspondents are using. All the recipient needs is a copy of the free Adobe Acrobat Reader program, which now comes preinstalled with every computer.
- **It has very high resolution.** PDF files print at the maximum quality of any printer. A single PDF file prints great both on cheapo inkjets and on high-quality image-setting gear at professional print shops. (You're looking at a PDF file right now, in fact, which was later printed at a publishing plant.)
- **You can search it.** Although you may be tempted to think of a PDF file as something like a captured graphic of the original document, it has several key differences. Behind the scenes, its text is still text. You can search it using a Find command.

If you suspect other people might want to have a look at your photo book before it goes to be printed—or if they'd just like to have a copy of their own—a PDF file makes a convenient, emailable package.

Here's how to create a PDF file:

1. **With your book design on the screen in front of you, choose File→Print.**

The print dialog box appears.

2. **Click the Save as PDF button.**

The Save sheet appears.

3. **Type a name for the file, choose a folder location for it, and click Save.**

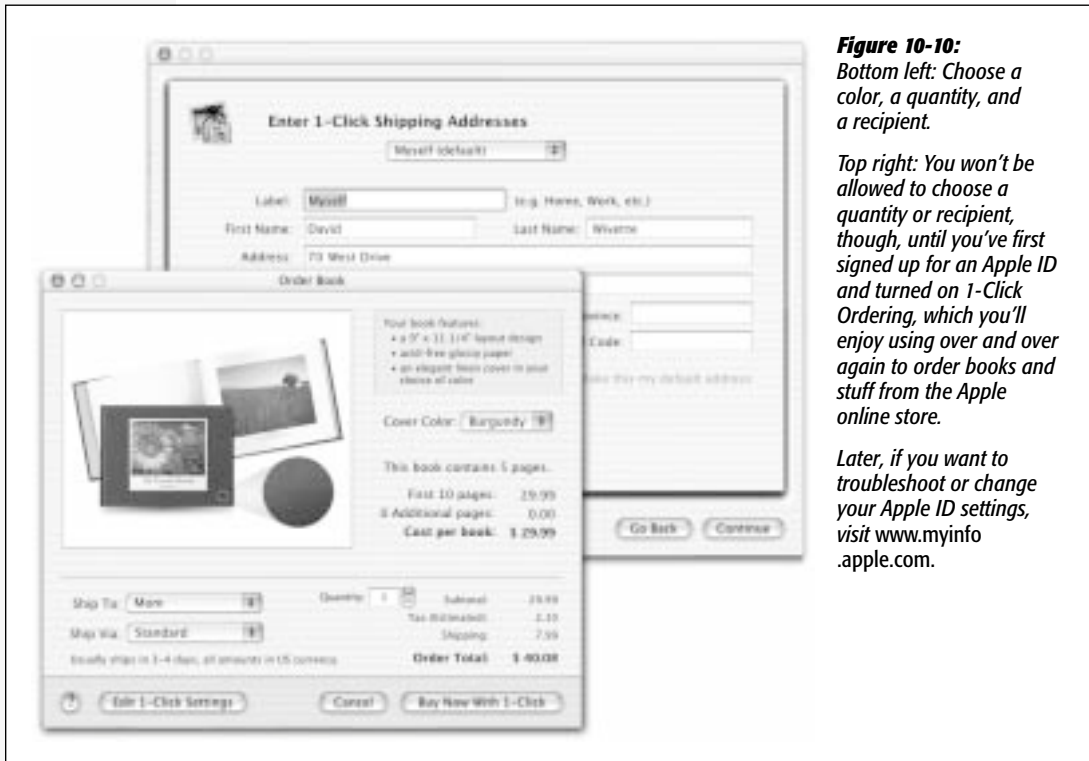
Your PDF file is ready to distribute. (Fortunately, the recipients will be able to correct the rotation within Adobe Acrobat, using its View→Rotate Counterclockwise command.)

## Phase 6: Send the Book to the Bindery

When you think your book is ready for birth, click the Organize button. In the row of icons at the bottom of the screen, click Order Book.

After several minutes of converting your screen design into an Internet-transmittable file, iPhoto offers you a screen like the one shown in Figure 10-10. (If your book is *shorter* than ten pages, iPhoto first warns you that you're about to pay for a bunch of blank pages. Ten pages is the *minimum* for a book.)

**Note:** If you receive a Low Quality Warning at this stage, see the box on page 225.



**Figure 10-10:** Bottom left: Choose a color, a quantity, and a recipient.

Top right: You won't be allowed to choose a quantity or recipient, though, until you've first signed up for an Apple ID and turned on 1-Click Ordering, which you'll enjoy using over and over again to order books and stuff from the Apple online store.

Later, if you want to troubleshoot or change your Apple ID settings, visit [www.myinfo.apple.com](http://www.myinfo.apple.com).

At this stage, your tasks are largely administrative.

- **Choose a cover color.** Use the Cover Color pop-up menu to choose Black, Burgundy (red), Light Gray, or Navy (blue). The books in the illustration, including the handy magnified swatch, change color to show you what you're getting. (If you're ordering more than one book, they must all have the same color.)
- **Inspect the charges.** If you've gone beyond ten pages, you'll see that you're about to be charged \$3 per additional page.

- **Indicate the quantity.** You can order additional copies of the same book. Indeed, after you've spent so much time on a gift book for someone else, you may well be tempted to order yourself a copy.

## Your Apple ID

You can't change the quantity, however, or indeed make any additional progress until you've signed up for Apple's 1-Click Ordering system. And to do *that* you need an Apple ID (or a .Mac ID). And to do *that* you must proceed like this:

### 1. Click "Enable 1-Click Ordering."

Now you see a dialog box that invites you to type in your Apple ID and password, if you have them. If so, fill them in by all means. An Apple ID is your email address. It's the same ID you use to customize the look of Apple's help Web site (if you've ever done that) or to buy something from the online Apple store.

### 2. Click Create Apple ID.

The Create an Apple ID screen appears. (If you have a .Mac email address, that's your Apple ID.)

## WORKAROUND WORKSHOP

### Secrets of the Apple Book Publishing Empire

It's no secret that when you order prints of your photos via the Internet, Kodak makes the prints. But neither temptation nor torture will persuade Apple to reveal who makes the gorgeous iPhoto photo books.

It didn't take long for Mac fans on the Internet, however, to discover some astonishing similarities between the iPhoto books and the books created by a firm called MyPublisher.com. The pricing, timing, and books themselves are all identical. (When asked if it's Apple's publishing partner, MyPublisher.com says, "We don't discuss our partner relationships," which means "Yes.")

The truth is, iPhoto-generated books are more elegantly designed than the ones you build yourself at MyPublisher.com. And it's certainly easier to upload books

directly from iPhoto, rather than uploading photo files one at a time using your Web browser.



Still, you should know that building your books directly at MyPublisher.com offers greater design freedom than iPhoto does. You have greater choices of cover colors and materials (even leather), you can add a glossy dust jacket, you can add borders around the pages, you have your choice of lightly patterned backgrounds, and you have much more flexibility over the placement of photos and text.

In fact, it's easy to get carried away with these options and produce something absolutely ghastly, which is probably why Apple chose to limit your options so you simply can't go wrong.

3. Fill in your email address, a password (twice), a question (which you'll be asked if you forget your password) and its answer, and your date of birth.

Unless you enjoy receiving junk email, turn off "I would like to receive Apple news, software updates, special offers, and information...from other companies." Note, too, that Apple ships books only to people in the U.S. and Canada.

4. Click **Continue**; on the **Terms of Use** screen, click **Accept**.

Now you're asked for your billing information (top right in Figure 10-10). This is how you'll pay for the book, and all books to come.

5. Fill in your billing information, and then click **Continue**.

iPhoto lets you set up a number of addresses for people you may want books shipped to. The next screen proposes that you add *yourself* to this list.

6. Click **Continue**.

You wind up right where you started: at the Order Book screen. This time, however, the controls at the bottom are "live" and operational.

7. From the **Ship To** pop-up menu, choose the lucky recipient of this book.

If it's you, choose **Myself**. If not, choose **Add New Address** from this pop-up menu. Fill in your Apple ID and password to prove that you're you (you certainly wouldn't want some hacker adding addresses to your list!). Click **Sign In**, and then, on the next screen, fill in the new address. When that's done, click **Apply** (if you intend to add yet *another* address) or **Save** (if that's it for now).

If you wind up at the 1-Click Account Summary screen, click **Done**.

8. From the **Ship Via** pop-up menu, indicate how you want the finished book shipped.

"Standard" shipping takes about four days and costs \$8. "Express" means overnight or second-day shipping (depending on when you place the order) and costs \$13. An additional book sent to the same address costs another \$1 for Standard shipping, or \$2 for Express.

9. Indicate how many copies of this book you want, using the **Quantity** control.

You'll see the Order Total updated.

10. Click "**Buy Now With 1-Click**."

You've already stored your credit card information, so there's nothing to do now but wait for your Mac to upload the book itself. After a few minutes, you'll see a confirmation message.

## 11. Go about your life for about four days, holding your breath until the book arrives.

You'll certainly be impressed by the linen-covered cover and the heavy, glossy pages. The photos themselves are printed on Indigo digital presses (fancy digital four-color offset machines), but aren't what you'd call Kodak quality—or even photo-inkjet-on-glossy-paper quality.

But the book itself is classy, it's handsome...and it smells good!

### POWER USERS' CLINIC

## Complete Design Freedom for Geeks

iPhoto may come with only six basic book designs. But for the creatively and technically inclined, that's only the beginning. You're free to design new layouts of your own—or modify Apple's—if you know the secret.

All of the book designs are stored in a secret location as *.nib files*, which you can edit using Apple's free Developer Tools suite. The hardest part of the whole process may just be getting a copy of these programs. Here's what you do:

**Method 1:** If you bought Mac OS X, you'll find this program on the CD called Developer Tools that came with your Mac OS X CD.

**Method 2:** You can get the Developer Tools from Apple's Web site. That, however, entails becoming a member of Apple's developer's club; an "Online" membership is free. Sign up at <http://connect.apple.com>.

Once you're on board, return to <http://connect.apple.com> and sign in. Click the Download Software link, then the Mac OS X link. You at last arrive at the Mac OS X software download page. Download the most recent version of the "Mac OS X Developer Tools" disk image.

**Either way:** Open the Packages folder of your Developer Tools disk or disk image, and then double-click the DevTools.pkg icon to install Apple's suite

of programming tools. When the installation is complete, you'll find a new Developer folder on your hard drive.

Now you're ready to view and edit Apple's book-layout files. To view them, Control-click the iPhoto program icon in your Applications folder. From the contextual menu, choose Show Package Contents. (Mac OS X programs may *look* like single, self-contained icons, but most are in fact cleverly disguised folders. Control-clicking is the key to opening them up.)

In the iPhoto window, open the Contents→Resources folder. Here you find hundreds of tiny graphics, each of which constitutes one small piece of iPhoto's interface. You could, if you had very little else to do, open these graphics in a program like Photoshop and edit them, taking

care not to change their dimensions. In that way, you could modify the look of the buttons at the bottom of the Organize screen, for example.

But enough ogling the scenery! Find and open the English.lproj→Books folder. Here are six folders with familiar names: Catalog, Classic, Picture Book, and so on, as shown on the previous page. They correspond to the

canned book themes within iPhoto.

*Continued*

