



Design Guide 2024

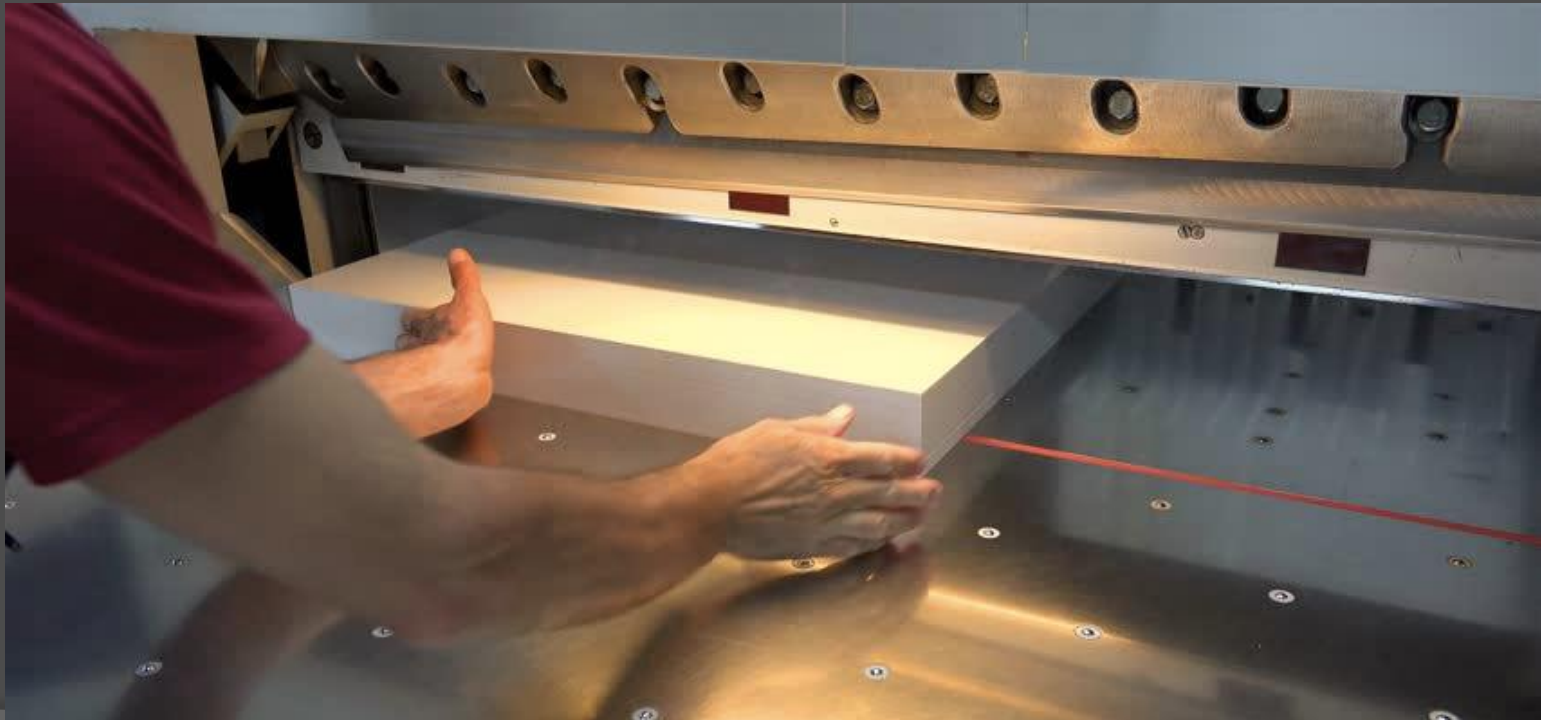
General Guidelines

When submitting your own album designs to Photo Albums Direct for Print & Bind service, the following criteria must be met to insure successful results:

- ✓ You MUST observe the proper safety margin to allow for trim
- ✓ Send only print-ready color corrected files
- ✓ Send only JPEG files at minimum 240 dpi
- ✓ Send sRGB color files for best printing results

Safety margins

To insure square corners and straight book blocks your prints will be trimmed once the book block is assembled. Photo Albums Direct trims $\frac{1}{4}$ inch off the sides and $\frac{1}{8}$ inch off top and bottom of all albums in all sizes



Safety margins

To avoid unwanted cropping on your design, it is necessary to leave the appropriate safety margin. Safety margins are those areas near the edges of your designs which should be free of heads, feet, elbows, or critical design elements. The designed spread below is an example of sufficient safety margins.



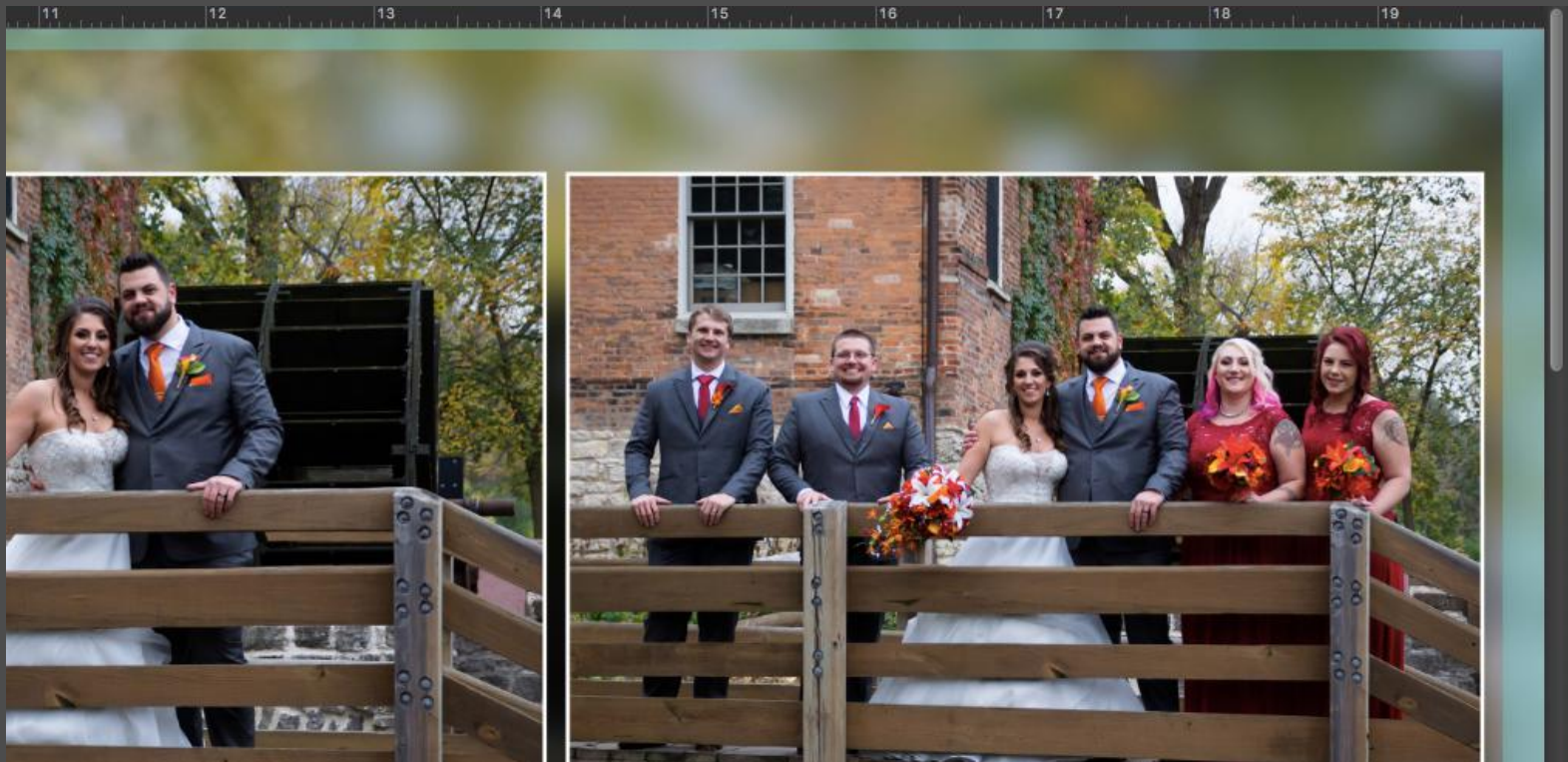
Safety margins

The spread below is an example of a poor design with the bride too close on the left side and inset images too close on the right.



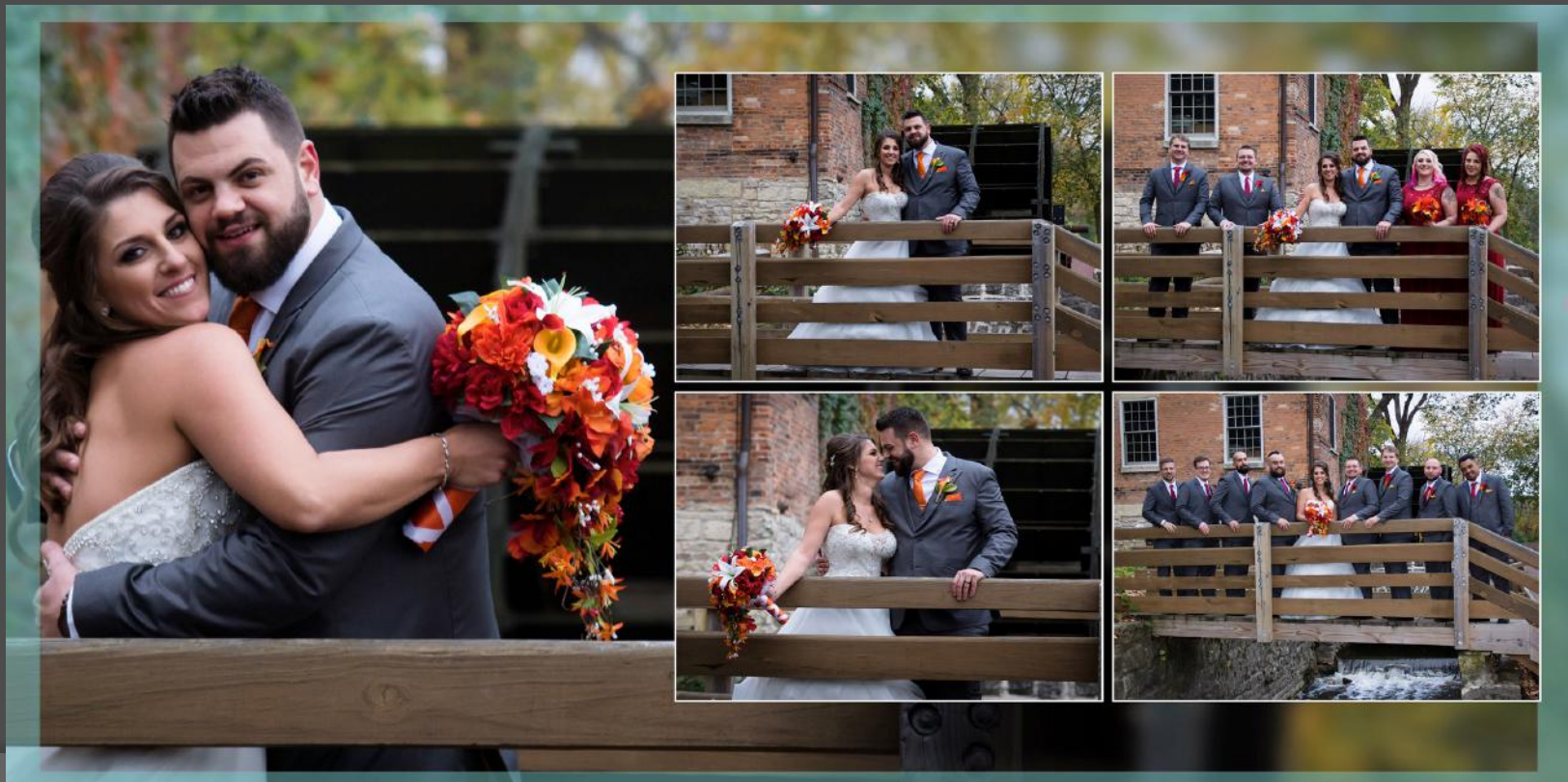
Safety margins

The shaded area shows that portion of the image that will be cut off during album production leaving inset images aesthetically too close to the edge of the page.



Safety margins

The shaded area on the image below shows what happens to the same design if a 6x6 duplicate album were to be made. This time both the bride's back on the left, and inset images on right are trimmed in to.



Safety margins

The table below shows the required file size plus the recommended safety margins for all main album sizes. 300 dpi is the recommended resolution, 240 is the minimum accepted resolution.

Album size (width x height)	Spread size (width x height)	Safety margin
11 x 14	22 x 14	1 inch
14 x 11	28 x 11	1 inch
8.66 x 11	17.2 x 11	$\frac{3}{4}$ inch
11 x 8.66	22 x 8.6	$\frac{3}{4}$ inch
12 x 12	24 x 12	1 inch
10 x 10	20 x 10	$\frac{3}{4}$ inch
8 x 8	16 x 8	$\frac{5}{8}$ inch

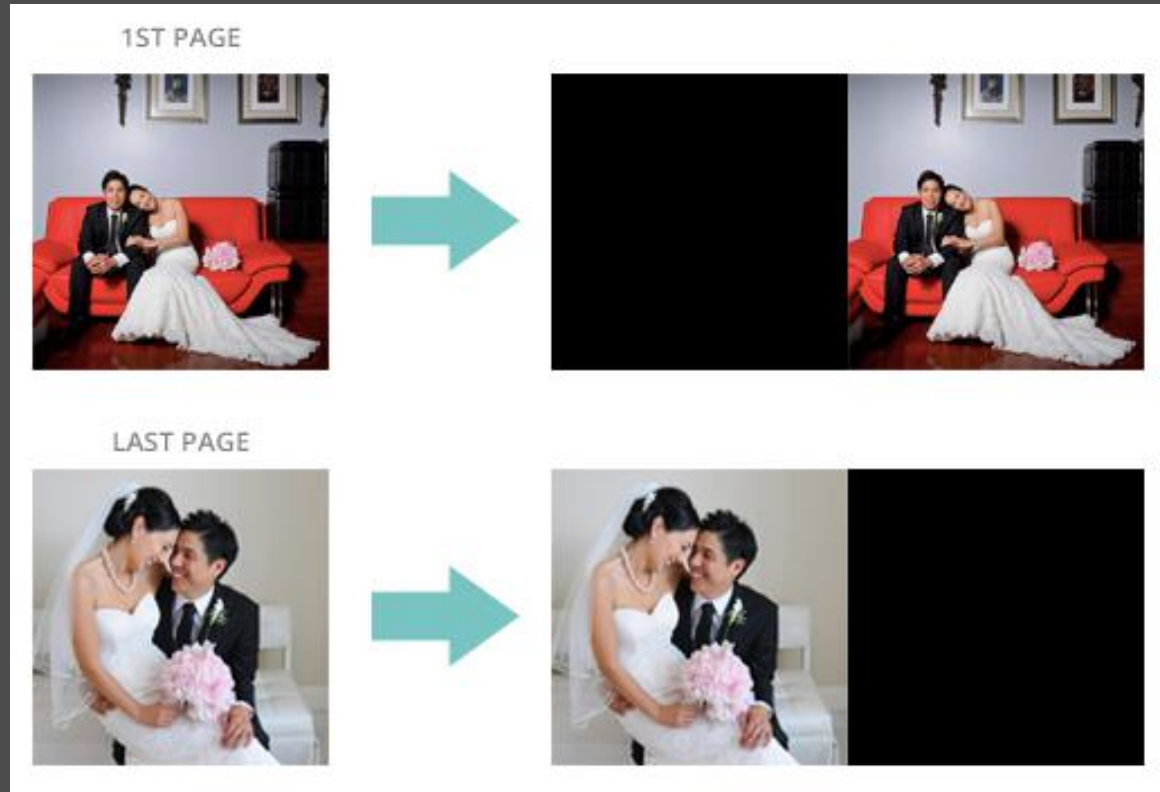
Color Correction

Proper color correction, density and exposure are the responsibility of the photographer. Photo Albums Direct will print your files without any manipulation or correction. For best results, we recommend the following best practices for file preparation:

- ✓ Prepare your images on a calibrated, high quality monitor.
- ✓ Use only sRGB color space.
- ✓ To reduce glare or color caste on your monitor, prepare your images in a room with neutral colored walls with subdued lighting that you can control.
- ✓ Contact our Customer Service Department to learn how to get test prints.

Pages and file naming

Designs must be uploaded as 2-page spreads. If you'd like your album to begin on the right side and/or end on the left, add your own spacer as shown.



Pages and file naming

For ease of page sequencing in the album ordering process, file names should include a sequence number with leading zeros. For example:

Pg01 / Pg02 / Pg03

OR

0102 / 0304 / 0506

Even

Smith-Jones 01 / Smith-Jones 02 / Smith-Jones 03

will work nicely. Do not use special characters such as parenthesis, ampersands and pound symbols.

Cover Images: Cameos

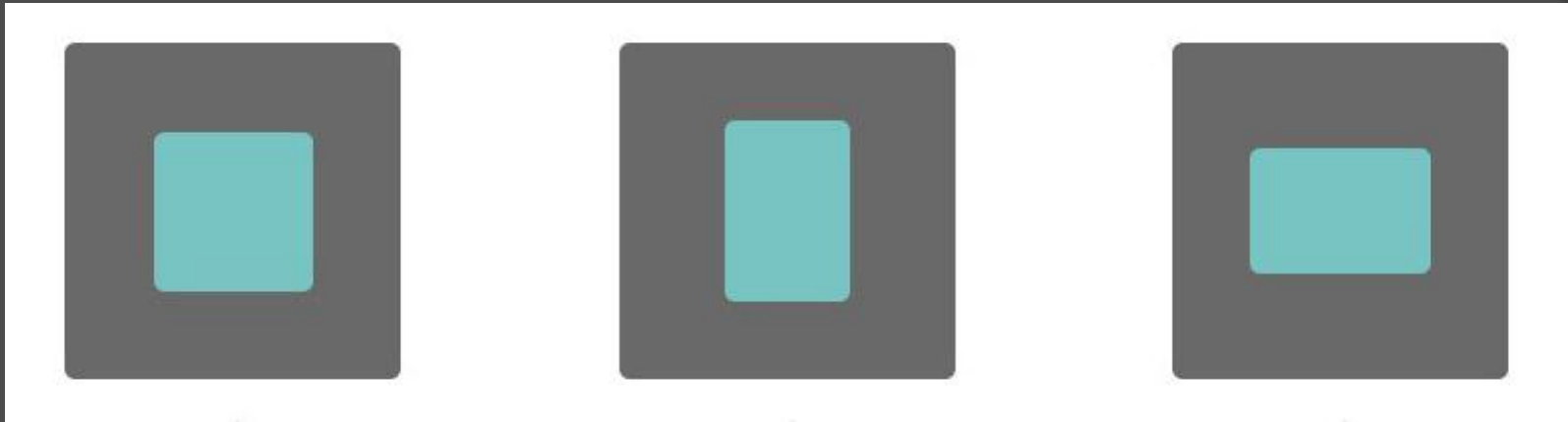
Photo Albums Direct offers cameos in a variety of square and rectangle sizes. For your convenience, there are only two sizes you will be asked to upload.

- ✓ Submit 6x6 images for all square cameos
- ✓ Submit 5x7 images for all rectangle cameos

These are the actual sizes of cameos on large 12x12 albums. For medium and small albums, cameos will be scaled down for you with the end result being cameo sizes that are proportionally in line with 6x6 and 5x7 cameos on the large albums.

Covers: Cameo, actual sizes

Square albums



Album size	Cameo size (width x height)	Album size	Cameo size (width x height)	Album size	Cameo size (width x height)
8 x 8	4 x 4	8 x 8	3.33 x 4.67	8 x 8	4.67 x 3.33
10 x 10	5 x 5	10 x 10	4.167 x 5.83	10x10	5.83 x 4.167
12 x 12	6 x 6	12 x 12	5 x 7	12 x 12	7 x 5

Covers: Cameo, actual sizes

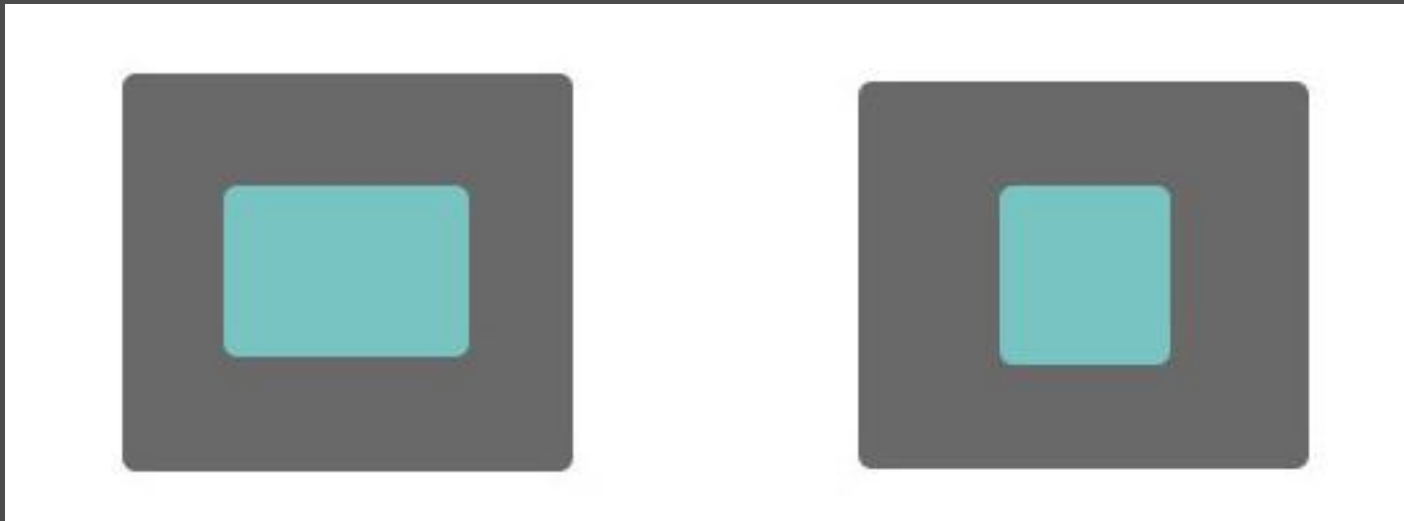
Vertical albums



Album size (width x height)	Cameo size (width x height)		Album size (width x height)	Cameo size (width x height)
8.66 x 11	3.92 x 5.5		8.66 x 11	4.32 x 4.32
11 x 14	5 x 7		11 x 14	5.5 x 5.5

Covers: Cameo, actual sizes

Horizontal albums



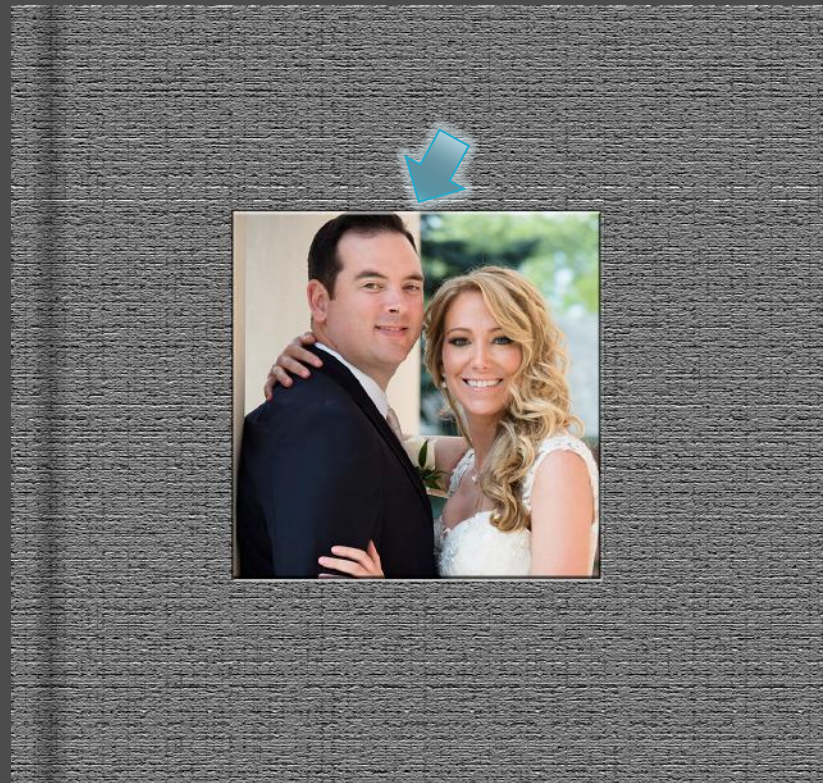
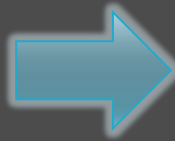
Album size (width x height)	Cameo size (width x height)		Album size (width x height)	Cameo size (width x height)
11 x 8.66	5.5 x 3.92		11 x 8.66	4.32 x 4.32
14 x 11	7 x 5		14 x 11	5.55 x 5.55

Covers: Cameo, trim

Cameos are trimmed 1/8 inch off all four sides



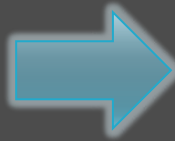
Cameo image cropped too tight



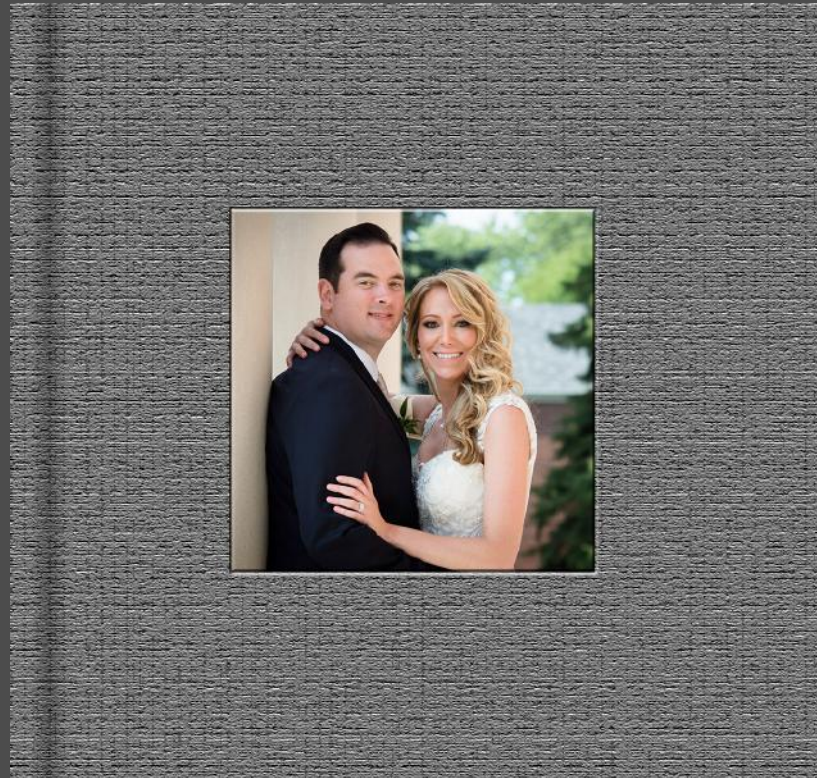
Trim cuts into groom's head

Covers: Cameo, trim

Cameos are trimmed 1/8 inch off all four sides



Properly cropped cameo image



Trim does not detract from cover

Covers: spine with photo and acrylic

Chart below shows required cover image file sizes for both spine with photo and acrylic cover types.

Square albums			Rectangular albums	
Album size	Cover image size (width x height)		Album size (width x height)	Cover image size (width x height)
8 x 8	6.8" x 8.5"		8.66 x 11	7.4" x 11.5"
10x10	8.8" x 10.5"		11 x 8.66	9.8" x 9.1"
12 x 12	10.8" x 12.5"		11 x 14	9.8" x 14.5"
			14 x 11	12.8" x 11.5"

Covers: spine with photo and acrylic

Allow ½ inch safety margin on top, bottom and right side for spine with photo or acrylic covers.



Proper design for spine with photo cover allowing room for image wrap on top, bottom and right side.

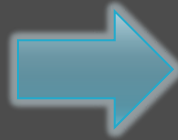


Image wrap does not detract from cover



Covers: wrap around covers

Wrap around covers refer to cover images printed on photo paper and glued to Masonite cover boards. Designers must pay close attention to the following:

- ✓ File sizes change with page count to account for the correct spine thickness. See website for exact specs.
- ✓ Outer $\frac{3}{4}$ " on all sides will be wrapped around Masonite and not appear on front cover.
- ✓ Observe $\frac{1}{2}$ " safety margin in addition to the $\frac{3}{4}$ " wrap to keep heads, feet and important design elements from being too close to the edge of your cover.
- ✓ Avoid putting heads or important design elements like text layers in the "pinch" or hinge area of your cover design.
- ✓ See website for video tutorial showing how to create wrap around covers in Photoshop.

“Pinch” or hinge area

Wrap area



Back cover

Front cover

Wrap area

Spine

Additional help is available!

Online chat from 8:00am-4:30pm CST at www.PhotoAlbumsDirect.com

Email: help@photoalbumsdirect.com

